OCTOBER 12, 1959 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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A NEW ZIV SERIES FOR MARKET-BY-MARKET PROGRAMMING

"THIS MAN DAWSON"

starring

KEITH ANDES

SPONSORED BY

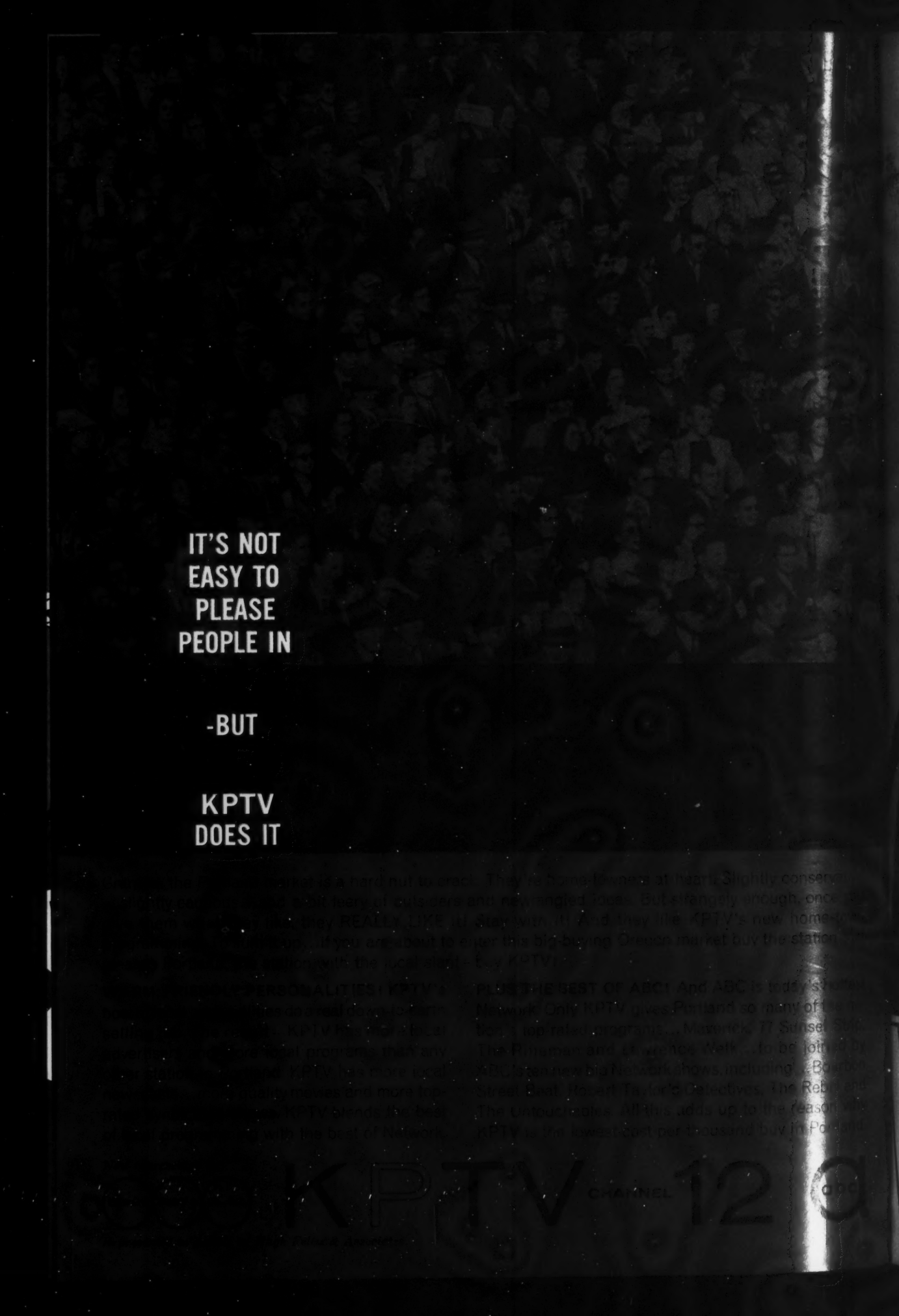
AMERICAN TOBACCO in 11 markets • WIEDEMANN BREWING CO. in Cincinnati, Dayton, Columbus

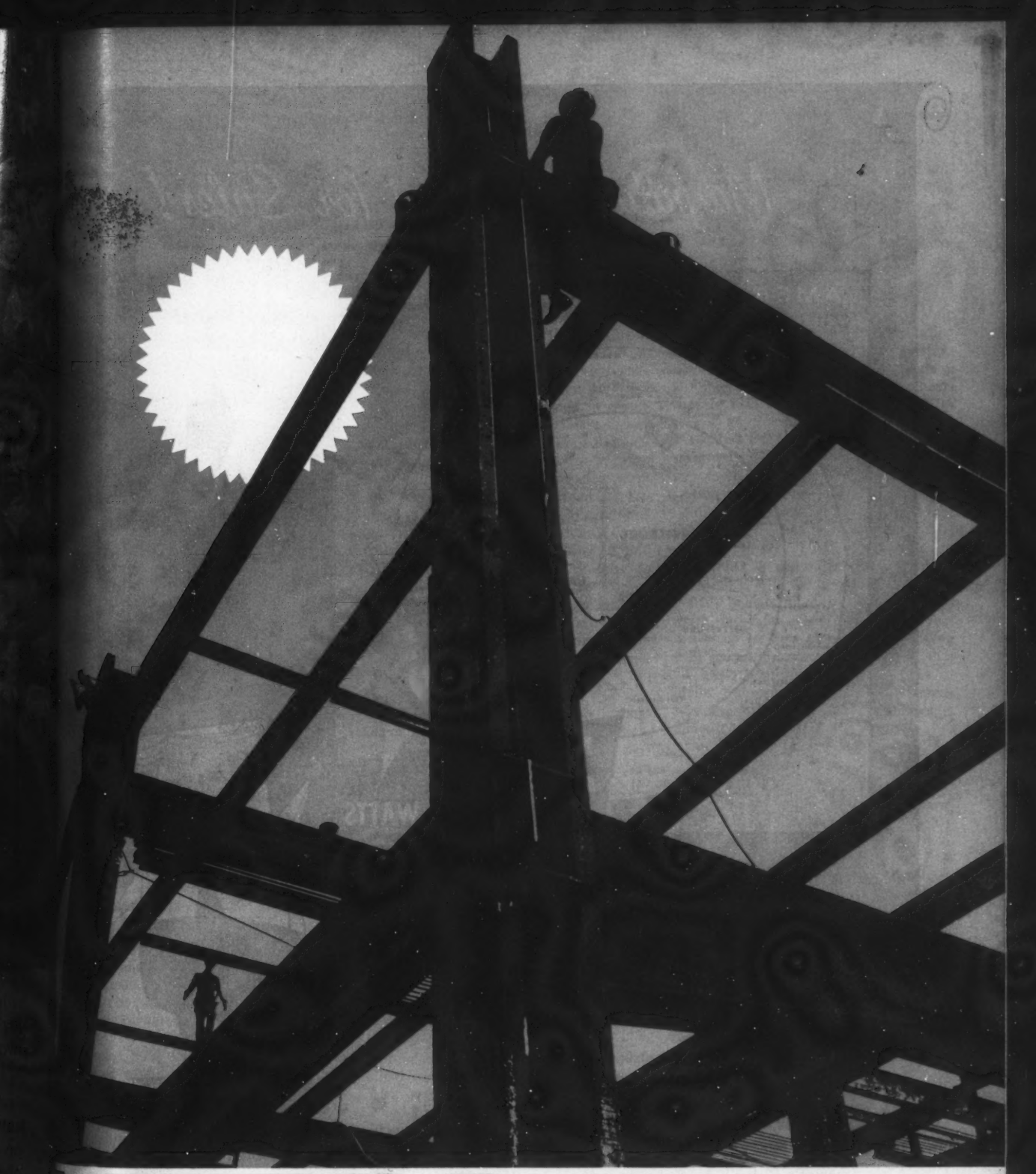
HOOD DAIRY PRODUCTS in 6 New England states • HOUSEHOLD FINANCE in Philadelphia, Albany, Schenectady

SEGO MILK PRODUCTS in 7 Western markets • STANDARD OIL OF INDIANA in 5 Mid-Western Markets

• WRCV-TV Philadelphia • KLZ-TV Denver • KSTP-TV Minneapolis-St. Paul
• WXEX-TV Richmond-Petersburg • KSL-TV Salt Lake City • WTMJ-TV Milwaukee
• WSB-TV Atlanta • KIRO-TV Seattle • WTVJ Miami • KWTV Oklahoma City
• WGN-TV Chicago . . . and many others

A few markets still open. See the ZIV man in yours for complete information.


IT'S NOT
EASY TO
PLEASE
PEOPLE IN
-BUT
KPTV
DOES IT



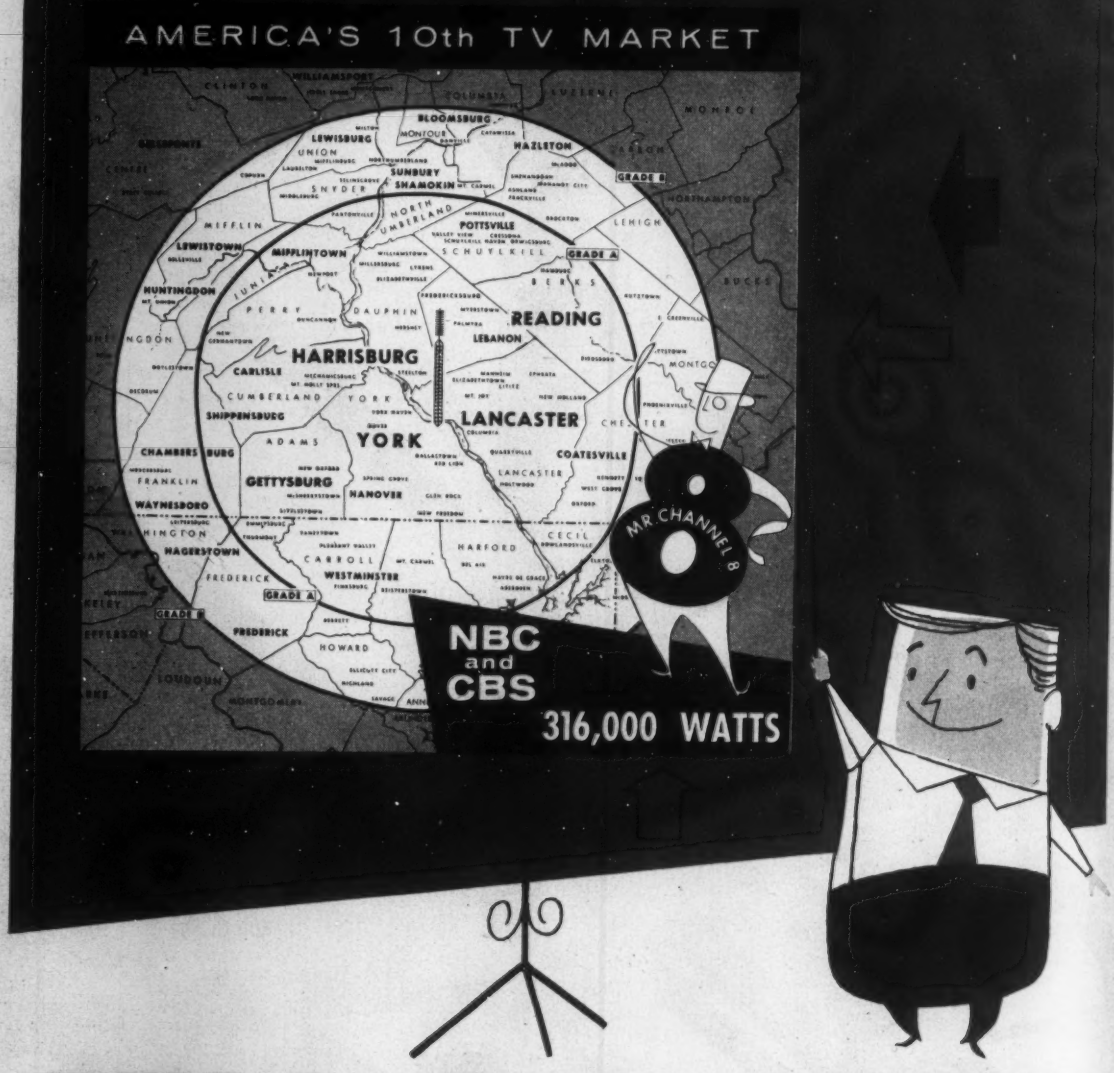
VITAL

to Houston . . . the vaulting office buildings against the sky and the burgeoning business construction in the area reached a quarter billion in 1958. Combined with parallel residential building, the total reached $417 million to climax an unprecedented 12 year era that attained the astronomical total of 4 BILLION DOLLARS. VITAL to Houston also is the pace-setting service KTRK-TV provides to more families who look to us for the best in television.

KTRK-TV Channel 13
THE CHRONICLE STATION

P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC • HOUSTON CONSOLIDATED TELEVISION CO. • NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., 500 FIFTH AVENUE, NEW YORK 36, N. Y. • GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT.

Magnificent Market for Sales!



WGAL·TV

It's America's 10th TV Market, where there are 3¾ million people, 946,863 TV sets, $6¾ billion annual income, and $3¾ billion retail sales. The WGAL-TV audience is greater than the combined audience of all other stations viewed in the Channel 8 coverage area—*ARB* and *Nielsen*. Advertise your product—and sell—on WGAL-TV.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT

Nets and reps • CBS and NBC will lose more than $2 million a year in revenue when FCC order prohibiting them from representing tv affiliates in spot sales takes effect (story page 70). That's total commission they now earn on $15 million in spot billings annually placed on 13 independently-owned tv affiliates which now will have to find other reps.

There was some speculation that CBS and NBC might think of quitting spot representation altogether, now that they're under mandate to quit representing tv stations other than their own. But you can take bets against that speculation. Both will keep their rep organizations for these reasons, among others: (1) Spot sales divisions will be self-supporting or nearly so: (2) networks don't want to share their secrets with outside representative firms.

Technology, the enemy • Those remote-control gadgets that television viewers can use to tune out commercials without moving from their chairs are beginning to worry executives of agencies that have big tv accounts. Agency fears take this line: As set makers put heavier promotion behind remote controls as inducements to set sales, more and more viewers will attain the power to kill commerials with no more effort than flick of finger. Coincidentally, as tv overhead goes up stations may wedge more commercials into and between programs. Put these two conditions together, and wholesale blackouts of advertising messages could result, say agencymen.

Conversation in Chicago • Officials at both companies deny there's been more than casual talk, but it's persistently reported in Chicago that American Broadcasting-Paramount Theatres is dickering to buy *Prairie Farmer* empire which includes 50% of WLS Chicago, other half of which AB-PT now owns. Publishing properties in group include *Prairie Farmer* (circulation: about 400,000), *Wallace's Farmer & Iowa Homestead* (circ.: 300,000) and *Wisconsin Agriculturist* (circ.: 200,000). AB-PT would spin off papers to other parties if deal jelled, so rumors go.

Templeton to C&W • Cunningham & Walsh has selected successor to Ed Mahoney who leaves vice presidency and top post in radio-tv (CLOSED CIRCUIT, Aug. 24). He's William B. Templeton who about Nov. 2 reports at C&W as vp in charge of radio-tv, similar to position he held for some eight years at Bryan Houston Inc. which now has merged with Fletcher D. Richards, Calkins & Holden.

Those microwaves • FCC has wrestled with itself and has decided that maybe it ought to revise its thinking about intercity microwave relays which bring "outside" tv signals to community antenna tv systems. Because microwave systems are common carrier facilities, Commission has maintained it could not inquire into impact this practice might have on local tv stations competing with local catv outfit. Now, after battering on Capitol Hill and after western investigation trip by Broadcast Bureau Chief Harold G. Cowgill and economist James B. Sheridan, Commission has reoriented thinking. It told staff last week to look into problem to see whether rationale could be worked out which would permit consideration of catv microwave relay systems under broadcast provisions of Communications Act as well as common carrier aspects.

Network ratings • Though two of them have adopted policies against publication of ratings, all three television networks have signed for A.C. Nielsen Co.'s new "fast" rating service for 1959-60 season. They'll receive weekly competitive reports—covering 24 markets where all three networks have outlets—within six days of last reported telecast in each week. In case of CBS-TV and NBC-TV these how-did-we-do competitive rundowns will be for internal use of network officials, clients and agencies, not for general release. ABC-TV will also use them internally, but in addition it has no fetish against handing them out for all to see.

Their signing for fast Nielsens does not mean networks have composed their differences with ACN over its plan to hike regular service rates next year. That disagreement continues. All three networks have given required one-year notices of termination of Nielsen contracts, so they'll be in position to get out if satisfactory terms aren't reached by next year's effective date of proposed new cost structure. But in meantime negotiations continue.

Kudo to Hagerty • It's not official yet, but Jim Hagerty has accepted invitation to attend Radio Tv News Directors Assn. convention in New Orleans this week—for very special reason. He will be recipient of fourth annual Paul White Memorial Award at banquet Saturday evening, being honored for contributions as White House news secretary during year in which much news was made.

Allocations interest • Word from state of Washington, where he is spending vacation, is that Sen. Warren G. Magnuson (D-Wash.), chairman of Senate Commerce Committee, will order hearings to find out what FCC intends to do, if anything, about tv allocations. He hasn't fixed date, but he's privately said that he wants to get going on subject soon as possible. Creation of more station competition in tv is subject his committee has several times looked into in detail.

Ready for record • Exceptional interest in NAB's Fall Conferences, with advance registration already over 560 mark, indicates all-time attendance record may be set. One reason for big gain in advance bookings is fact that all eight conferences will be held at main transportation centers whereas several 1958 meetings were at points difficult to reach.

Incidentally, 1959 series will have interesting feature that doesn't show on agenda—automation exhibits. Programatic (Muzak) and Schafer Custom Engineering will show their radio programming gear at conferences. Programatic will set up show at seven meetings, omitting Denver; Schafer will have trailer loaded with automatic equipment at all eight. Delegates at first four meetings will get first look at new tape-cartridge system developed by Broadcast Electronics Inc., which is expected to have display at hotels though not officially connected with conferences (see story page 100). Only automation exhibitor at conferences last year was Schafer.

Education in the air • Look for announcement soon of educational television project involving airborne relays and several uhf ground stations scattered in Midwest. Ford Foundation has granted $4.5 million to get project started. CBS Labs and Westinghouse have been working on relay and studio equipment. Convair will supply plane. Purdue U. reportedly will administer details. Plan will utilize principle of Stratovision with which Westinghouse experimented in early days of tv.

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OVER
3,000
FEATURE
FILM
TITLES

CBS

MORE
THAN
ALL
OTHER
STATIONS
COMBINED

CBS

MGM
•
RKO
•
20th CENTURY
FOX
•
ALLIED
ARTISTS
•
PARAMOUNT
•
UNITED
ARTISTS

EXPERIENCED HANDS to help build your sales in one of America's most prosperous markets. Call BLAIR today for top rated minutes.

a **STORER** station

National Representatives
BLAIR TELEVISION ASSOCIATES

WEEK IN BRIEF

MR. GARRATT

No campaign is complete without radio • Radio's extra punch and extra coverage make a vital contribution to the successful campaign for the major advertiser. Pall Mall cigarettes boosted commercial impact by including radio along with network and spot tv. Alan C. Garratt, advertising manager, ACC Division, American Tobacco Co., relates the details in this week's MONDAY MEMO. Page **25.**

Rock 'n' roll music not wanted here • That's what two-thirds of the listeners indicated in their replies to the mammoth music-preference survey conducted by KING Seattle. Golden records (over-million sellers) and familiar standards ranked first and second, current hits (without r&r) were third. KING polled 100,000 residents in 15 counties, 10% of entire population, and drew 10,000 replies. Page **33.**

Tv spot: who gets it? • Special study of top 25 advertisers in 24 markets, based on BAR monitoring reports, shows which markets and stations got the bulk of the volume, which reps had highest batting average, how network affiliates fared against each other and against independents. Page **41.**

The 30-second spot • Phillips Petroleum "experiments" on Miami tv with 30-second "spot program," but on a 52-week basis. It's a possible compromise between the favored one-minute and the shorter, easy-to-slot 20-second commercial. Page **44.**

Radio 'special' • Nationwide Insurance to expand its second-year sponsorship of *The Hidden Revolution* series on CBS Radio. Reasons: low-cost, prestige and public consciousness. Page **44.**

Radio profile of a housewife • H-R Representatives and Market Planning Corp. complete study on listening habits of the average homemaker. She spends 23 hours per week listening to radio, or 30% of her waking hours. Page **48.**

Behind scenes on tv quizzes • Harris Oversight subcommittee hears former contestants testify of manipulations by *Twenty One* principals. They clear NBC of dishonesty and network re-echoes innocence. Page **78.**

Independence at WJR Detroit • A case study of a major radio station and what happened when it decided to break off from CBS Radio network. How luxury programming of the prestige type paid off at the cash register. Page **56.**

Battle of the Courts • Oklahoma Supreme Court adopts anti-broadcast rule without prior notice or hearing; Court of Criminal Appeals, with parallel authority, refuses to yield and will continue to admit radio-tv newsmen. Page **66.**

Networks lose tv rep rights • FCC cuts networks out of $15 million television spot representative field; promulgates rule which forbids tv networks from representing affiliates in spot sales field. Only exemption is that nets can represent their owned stations. They're given two years to divest themselves of present customers. Page **70.**

DEPARTMENTS

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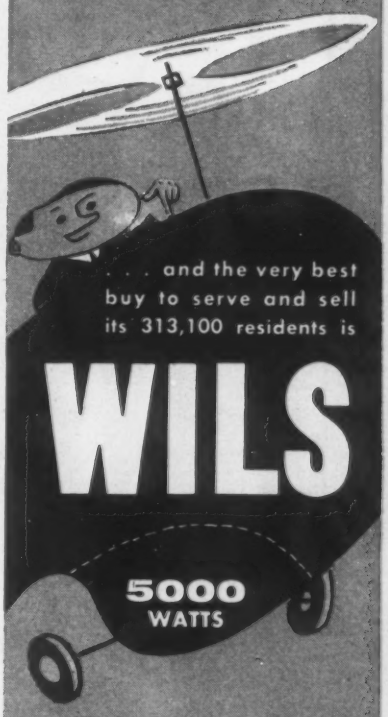
THE LANSING* MARKET IS MOVING UP . . .



. . . and the very best buy to serve and sell its 313,100 residents is

WILS

5000 WATTS

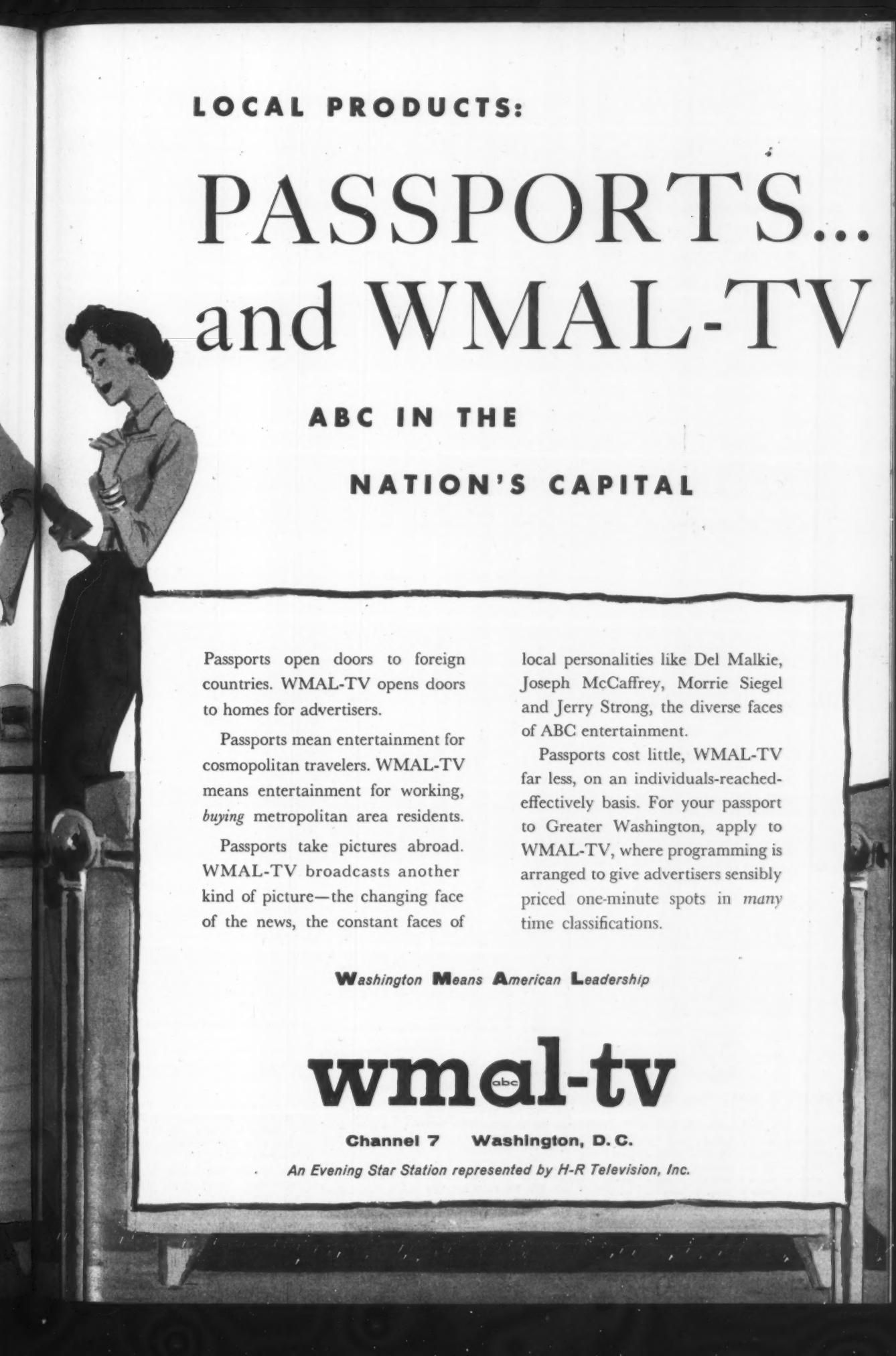
Take a look at the latest Hooper (J-F, 1959)

TIME	WILS	STATION B
Mon-Fri 7:00 am 12:00 noon	57.0	26.5
Mon-Fri 12:00 noon 6:00 pm	66.2	16.3

* Michigan's capital city market now boasts
- 91,960 households
- $366,285,000 retail sales
- $588,989,000 spendable income

Represented by VENARD, RINTOUL & McCONNELL, Inc.

WILS is associated with WILX-TV NBC • CHANNEL 10 studios in Lansing – Jackson – Battle Creek and WPON – PONTIAC



LOCAL PRODUCTS:

PASSPORTS... and WMAL-TV

ABC IN THE NATION'S CAPITAL

Passports open doors to foreign countries. WMAL-TV opens doors to homes for advertisers.

Passports mean entertainment for cosmopolitan travelers. WMAL-TV means entertainment for working, *buying* metropolitan area residents.

Passports take pictures abroad. WMAL-TV broadcasts another kind of picture—the changing face of the news, the constant faces of local personalities like Del Malkie, Joseph McCaffrey, Morrie Siegel and Jerry Strong, the diverse faces of ABC entertainment.

Passports cost little, WMAL-TV far less, on an individuals-reached-effectively basis. For your passport to Greater Washington, apply to WMAL-TV, where programming is arranged to give advertisers sensibly priced one-minute spots in *many* time classifications.

Washington Means American Leadership

wmal-tv abc

Channel 7 Washington, D.C.

An Evening Star Station represented by H-R Television, Inc.

SALES TIPS

Richard C. Arbuckle
Vice President
Midwest Sales
Activities
Robert E. Eastman
& Co., Inc.
Chicago Office

TRAFFIC & ROAD

You're driving up the Merritt Parkway in New York and the traffic's fierce. So you tune to WNEW.

The report comes in (sponsored for the past umpteen years by GMAC) that traffic is getting rougher on Merritt but it's light on the Conn. Thruway.

So you switch to the Conn. Thruway and breeze along to your destination. Where else could you get that but radio?

In Los Angeles they tune to KLAC for "Sam the Traffic Man" to get the latest word on the freeways.

From coast to coast leading radio stations offer these important "traffic and road condition" packages.

What a spot to sell cars, tires, batteries, oil, gas, seat covers and the thousand and one allied products that go with driving.

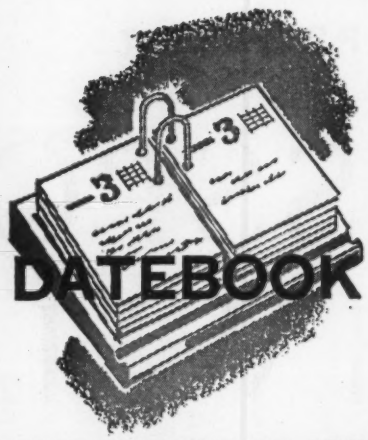
From a corporate standpoint, there's a big sales plus, too, in motorist gratitude.

P.S. In New York everyone drives, and is grateful to WNEW for steering them right. Buy WNEW and drive your sales up to new highs.

robert e. eastman & co., inc.

representing major radio stations

WNEW •	WIL •	KLAC •	KJR •	KXL
KNEW •	WRIT •	CKLW •	WHBQ •	KXOL
KBOX •	WING •	WCOL •	KDEO •	WARM
KQEO •	WPTR •	WSBA •	WAAB •	WKLO
KLEO •	WEEP •	KTOK •	WSAV •	KSYD
	WAMS •	KXLR •	WZOK	



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

Oct. 11-16—**American Institute of Electrical Engineers,** Morrison Hotel, Chicago.

Oct. 12-15—**National Electronics Conference,** 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

Oct. 13—**Massachusetts Broadcasters Assn.,** University Club, Boston.

*Oct. 13—**Assn. of Advertising Men & Women,** Columbia U. Club, N.Y. Robert Hurleigh, MBS president, speaks on "How to Save a Network."

Oct 13—**Television Film Assn.,** monthly meeting, Masquers Club, Los Angeles. Eliot Bliss, engineer in charge of film quality control for CBS-TV, Hollywood, will discuss transference of tv tape to film.

Oct. 13—Sixth annual seminar on new product introduction, auspices of **Kastor, Hilton, Chesley, Clifford & Atherton,** New York, and its Canadian affiliate, **Bradley, Venning, Hilton & Atherton, Ltd.,** Toronto; Savoy-Hilton Hotel, New York.

Oct. 14-17—**Radio Television News Directors Assn.,** 14th international convention, St. Charles Hotel, New Orleans. Among speakers will be FCC Chairman John C. Doerfer and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.

Oct. 15—Sixth annual publicity clinic sponsored by **Publicity Club of Los Angeles,** Statler Hotel there.

*Oct. 15-16—**Opening NAB Fall Conference,** Mayflower Hotel, Washington (full schedule at end of DATEBOOK).

Oct. 15-16—**American Assn. of Adv. Agencies** annual central region meet, Drake Hotel, Chicago.

Oct. 17—**UPI Broadcasters of Wisconsin** fall session, Milwaukee.

Oct. 18-20—**Texas Fm Broadcasters,** Austin. Bonner McLane of Winn-McLane & Assoc. Inc., Austin, will describe local agency operation and what it needs from fm stations to be able to buy fm time. George Dillman of Business Research Corp., will give a report on taking a pilot survey of audience.

Oct. 18-21—Western Regional Convention, **American Assn. of Advertising Agencies, Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda** includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

*Oct. 19—**Regional MBS affiliates** meeting, Sheraton-Dallas Hotel, Dallas.

Oct. 19-22—**RCA** television studio equipment seminar, including tape recorder, color tv, transistorized switching, cameras, new projectors. RCA Bldg. 2-1, Camden, N. J.

Oct. 21—**Connecticut Assn. of AP Broadcasters** annual fall meeting, Waverly Inn, Cheshire.

Oct. 21—**The Pulse Inc.** 18th annual "Man of the Year" luncheon, Grand Ballroom, Plaza Hotel, New York. Honored this year: Arthur Godfrey, CBS personality.

Oct. 22-23—**American Marketing Assn.** (Minnesota chapter) seventh biannual Management Institute, Hotel Leamington, Minneapolis. Charles H. Brower, president, BBDO, will present outlook in advertising. L. D. Barney, president, Hoffman La-Roche Inc., will cover pharmaceutical industry.

Oct. 22-23—**Kentucky Broadcasters Assn.,** fall meeting, Phoenix Hotel, Lexington.

*Oct. 23—**Maryland-D.C. Assn. of Broadcasters,** Country Club, Baltimore.

Oct. 23-24—**Wisconsin Broadcasters Assn.,** annual fall meeting, Madison, Wis. FCC Comr. Robert E. Lee will be featured speaker. New officers to be elected, including post of president, now held by Mig Figi, WAUX Waukesha.

Oct. 23-25—Midwest conference, **Women's Adv. Clubs,** Milwaukee.

Oct. 24—**AP Radio & Tv Assn. of Wisconsin,** Madison.

Oct. 24-26—**National Educational Tv & Radio Center,** annual meeting of etv station managers, 10 Columbus Circle, New York.

Oct. 27-30—**National Assn. of Educational Broadcasters,** annual convention, Hotel Sheraton-Cadillac, Detroit.

*Oct. 28—**Radio & Television Executives Society** luncheon. Rep. Chester Bowles (D-Conn.) and Sig Mickelson, vice president, CBS Inc., speak on "Television and Politics." Grand Ballroom, Roosevelt Hotel, N.Y.

Oct. 29-30—Electronic devices meetings sponsored by **Professional Group on Electronic Devices, Institute of Radio Engineers,** Shoreham Hotel, Washington.

Oct. 29-31—**New Jersey Broadcasters Assn.,** fall meeting, Nassau Inn, Princeton.

*Oct. 30—**Minnesota Broadcasters Assn.,** Hotel Radisson, Minneapolis.

Oct. 30-31—**Missouri Broadcasters Assn.,** Muehlebach Hotel, Kansas City. Gov. James T. Blair is luncheon speaker on 30th. Board of directors meet evening of Oct. 29.

*Oct. 31-Nov. 1—**Kansas AP Radio Assn.** annual meeting, Fort Riley, Kan.

NOVEMBER

Nov. 1—**Annual Edward Petry & Co.** promotional seminar, for promotion, research and merchandising executives of Petry-represented radio and tv stations. Starts 3 p.m. Petry Suite in Warwick Hotel, Philadelphia (in conjunction with Broadcasters Promotion Assn. convention).

Nov. 2-3—**Canadian Board of Broadcast Governors** holds public hearings on new broadcasting regulations. Board of Transport, Ottawa.

Nov. 2-4—**Broadcasters Promotion Assn.** convention, Warwick Hotel, Philadelphia. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Other speakers: H. Preston Peters, Peters, Griffin & Woodward; Adam J. Young, Adam Young Inc., and James T. Quirk, **Tv Guide.** Jim Kiss, WPEN Philadelphia, program chairman, said agenda will provide maximum exchange of ideas. Panels will be restricted to two participants.

Nov. 2-6—**National Sales Executives-International** Chicago Field Sales Management Institute, Pick-Congress Hotel there.

Nov. 4-5—**Eastern Annual Conference, American Assn. of Advertising Agencies,** Biltmore Hotel, New York. Seven specialized workshops and management events are scheduled.

Nov. 5—**WSB Atlanta-Henry W. Grady School of Journalism** (U. of Georgia) first annual news broadcasting conference, WSB's White Columns studios, 8:45 a.m.-3:30 p.m.

*Nov. 8—**New York State AP Broadcasters Assn.** annual meet, Sheraton-Ten Eyck Hotel, Albany.

Nov. 8-9—Fall meeting, **Texas Assn. of Broadcasters,** Texas Hotel, Fort Worth.

Nov. 8-11—Annual fall meeting, **Assn. of National Advertisers,** The Homestead, Hot Springs, Va.

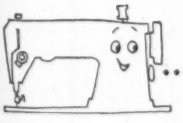
Nov. 9—**Assn. of Broadcast Executives of Texas,** Western Hills Inn, Dallas-Fort Worth. Guest speaker: Harold E. Fellows, president, NAB.

*Nov. 9—**Arizona Broadcasters Assn.** annual meet, Valley Hotel, Scottsdale.

Nov. 9—**UPI Broadcasters of Georgia** organizational meet, Riviera Motel, Atlanta.

Nov. 9-10—**Institute of Radio Engineers,** radio fall meeting. Syracuse Hotel, Syracuse, N.Y.

Nov. 10—**Radio & Television Executives Society**



..... LISTEN, CHARLIE... PEOPLE BUY IDEAS!

You can't *feel* ideas.
They live in the tiny curlicues of a man's brain. And occasionally, in a woman's brain. (These are called "notions.")
Without ideas, our world would clunk to a halt.
A good idea can make a good product even better. It can take a hard, precise, metal-made thing like a sewing machine, for instance and make it different in a woman's mind.
Make it be a dance in a rustling ballgown, maybe, or a soft little baby's shirtwaist. Make it be something a woman has to have.
People don't buy things just to eat, or wear or ride in anymore, Charlie. People buy *ideas.*

YOUNG & RUBICAM, *Advertising*

New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood • Montreal • Toronto • London • Mexico City • Frankfurt • San Juan • Caracas • Geneva

"Listen to this, Bill", said the WeeReBeL as he sat on the desk to chat with Bill Hinman, Lambert & Feasley, Inc., New York.

Have you heard what the WeeReBeL said to Lambert & Feasley?

"We're a combination hard to beat..."

Metropolitan Columbus, Georgia is the *25th market* in the U. S. for per family income ... over a million people can watch *us* in our 47 county coverage area... WRBL-TV and WRBL Radio are the stations that consistently pay off for advertisers. CALL HOLLINGBERY for top ratings, rate details ... package plans ... market data ... programming information ... penetration data ... and *prime availabilities.*

WRBL

TV-CHANNEL 4 • RADIO-5000 WATTS

COLUMBUS, GA.

Represented by George P. Hollingbery Co.

begins its 1959-60 timebuying & selling seminar. Seminar consists of weekly luncheons at Hawaiian Room in Lexington Hotel, New York. Registration fee is $10, luncheon price is $3.50 for registrants, $4.50 for non-registrants.

Nov. 11-13—NBC radio-tv affiliates, Plaza Hotel, New York.

Nov. 11-14—Sigma Delta Chi (professional journalistic fraternity) 50th anniversary convention, Indianapolis. Guest speaker: Vice President Richard M. Nixon.

Nov. 13—Colorado Broadcasters & Telecasters Assn., Brown Palace, Denver.

Nov. 13-14—WSM Nashville eighth annual country music disc jockey festival, Andrew Jackson Hotel there.

Nov. 15-21—National Television Week, sponsored by NAB and Television Bureau of Advertising. Theme: "Television—In Focus With Modern America."

Nov. 15-22—American Society of Association Executives 40th annual meet, Boca Raton, Fla. George Romney, president of American Motors Corp., Detroit, will be named "Association Man of the Year."

***Nov. 17—Academy of Television Arts & Sciences** at New York, forum on international tv, Young Men's-Young Women's Hebrew Assn., Lexington Ave. at 92nd St.

Nov. 17—California Broadcasters Assn., Ambassador Hotel, Los Angeles.

Nov. 18—Washington State Assn. of Broadcasters and Oregon Assn. of Broadcasters joint meet, Olympic Hotel, Seattle.

Nov. 18—East Central Region annual meeting, **American Assn. of Advertising Agencies,** Penn-Sheraton, Pittsburgh. Afternoon and evening sessions open to invited guests.

Nov. 18—Maine Radio & Television Broadcasters Assn., Portland. Fred A. Palmer, Worthington, Ohio, sales consultant, on "Put Your Best Foot Forward."

Nov. 18-20—Television Bureau of Advertising, annual meeting, Sheraton Hotel, Chicago.

***Nov. 19—Tennessee AP Radio Assn.** fall meeting, Andrew Jackson Hotel, Nashville. In conjunction with Tennessee Assn. of Broadcasters.

Nov. 19-20—Institute of Radio Engineers Professional Group on Nuclear Science, Sixth Annual Meeting, with special emphasis on nuclear science and space exploration, electronics for plasma production and diagnostics, research instrumentation for high energy nuclear science, nuclear reactor instrumentation and control and automatic systems for nuclear data processing. Boston, Mass.

Nov. 19-20—Tennessee Broadcasters Assn., Andrew Jackson Hotel, Nashville.

Nov. 20—Comments due in FCC proposed rule-making (Docket 6741) to duplicate **Class 1-A clear channels** in various sections of the U. S.

Nov. 23-25—Women's Advertising Clubs' midwestern intercity conference, Oakton Manor, Pewaukee, Wis.

***Nov. 25—Radio & Television Executives Society** luncheon. Robert Saudek of Saudek Assoc.; John P. Cunningham, board chairman, Cunningham & Walsh, and John F. White, president, National Education Tv & Radio Center take part in symposium on educational tv. Grand Ballroom, Roosevelt Hotel, N.Y.

Nov. 29-Dec. 1—First annual communications forum for broadcasters, **Pennsylvania State U.** Speakers in "Broadcasting: The Challenge of Responsibility" forum include Robert D. Swezey, Sig Mickelson, news-public affairs vice president, CBS; Edward Stanley, public affairs director, NBC; Ralph Renick, president, Radio-Television News Directors Assn. and news vice president, WTVJ (TV) Miami, Fla.; Dr. Charles Seipmann, communications education professor, New York U.

***Nov. 30—Academy of Television Arts & Sciences** at New York, forum on music for television, NBC.

Nov. 30-Dec. 4—National Sales Executives-International Southeastern Field Sales Management Institute, Atlanta Biltmore Hotel, Atlanta, Ga.

NAB FALL CONFERENCES

Oct. 15-16—Mayflower Hotel, Washington.
Oct. 19-20—Sheraton-Towers Hotel, Chicago.
Oct. 22-23—Somerset Hotel, Boston.
Oct. 29-30—Dinkler-Plaza Hotel, Atlanta.
Nov. 10-11—Texas Hotel, Fort Worth.
Nov. 12-13—Brown Palace Hotel, Denver.
Nov. 16-17—Ambassador Hotel, Los Angeles.
Nov. 19-20—Olympic Hotel, Seattle.

FRESH AIR from Radio Catalina gives radio advertising extra impact. This refreshingly distinctive format of individual music programs provides a perfect opening for a powerful sales punch. Your message on KBIG hits a **receptive, adult audience** everywhere in Southern California... with the force of conviction and clarity. Heavy fan mail and the biggest billings in years prove the effectiveness of the new KBIG programming concept. And the cost of this profitable coverage is **71% lower** than stations with comparable reach.

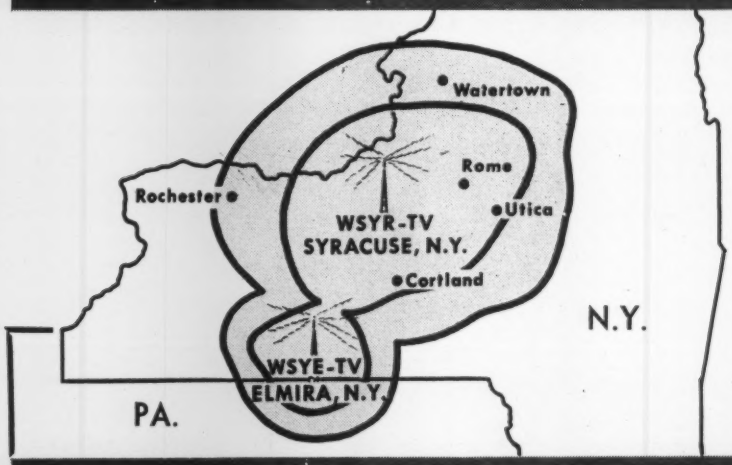
Surround your product advertising with **FRESH AIR...**
good copy deserves nothing less!

Radio Catalina... 740kc/10,000 watts **KBIG**

JOHN POOLE BROADCASTING COMPANY, INC.,
6540 Sunset Blvd., Los Angeles 28, Calif. • HOllywood 3-3205
National Representative: Weed Radio Corporation

WSYR-TV
PLUS!
WSYE-TV
DOMINATES
CENTRAL NEW YORK

WSYR-TV ALONE DELIVERS 44,287 MORE HOMES THAN ITS COMPETITOR



WSYR-TV AND ITS SATELLITE, WSYE-TV, DELIVER 73,089 MORE HOMES THAN ITS COMPETITOR

*All figures NCS No. 3, weekly circulation.

WSYR • TV

NBC Affiliate

Channel 3 • **SYRACUSE, N. Y.** • *100 KW*

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

OPEN MIKE

Tv around the world

EDITOR:

I enjoyed your symposium on television around the world (page 33, Sept. 21). [But] you omitted a large and important number of tv efforts in Latin America, ranging from Cuba to Argentina.

I spent five years in South America as foreign correspondent for CBS News and during this time had many opportunities to see the budding communications industry of our neighbors to the south.

Just to indicate one instance: Brazil has a number of advanced television chains with programming that compares favorably with stateside enterprises.

Peter Hahn
WJR Detroit

Payola and record promotion

EDITOR:

Recently you ran an article concerning record distribution to radio stations and "the big money" in records (page 35, Aug. 31) . . .

While I was a R&R d.j. here in Texas at local stations I received plug records good but now that I'm programming "good music" from albums I haven't received any.

Of course I believe that this stems from the big boys and they can't see us "little fellows" from money. I program about 80 "good music" records a day. In my library I have just about 51 albums we list as playable. Many cuts on them have been deleted because of noisy sounds.

I think that there is a big swing back to good sounds but the big record companies are stifling it by not sending the smaller stations equal exposure records as the "top 40" kickers.

. . . I'd like to see the big companies wake up and see what they're missing by not helping the little guys like me who are eager to expose their records to the buying public.

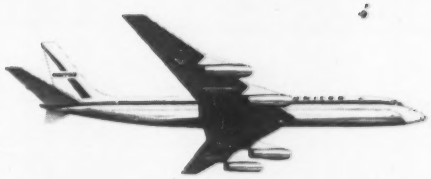
Jim Murphy
English Program Director
KIRT Mission, Tex.

Tell the truth about communism

EDITOR:

Now that the Butcher of Budapest has departed our shores and we can, to quote one writer, "start being discourteous again," it might be timely to ask, "were tv viewers prepared for what they saw? By what standards did they make comparisons? What did they know about the ideology of communism in contrast to the ideology of democracy?"

It's a pretty safe assumption to say that most Americans have only a super-



UNITED AIR LINES' DC-8 JET MAINLINERS

NEWEST...ROOMIEST...BEST OF THE JETS

The great DC-8 is now in service on United Air Lines. No other jet offers you such newness, such spaciousness, such quiet and luxury. Only Douglas could build it. Only United Air Lines flies it from New York and Chicago nonstop to California. Plan to enjoy the new standard of jet travel on the jet designed from the drawing board up specifically for passenger service. Call your Travel Agent or United Air Lines.

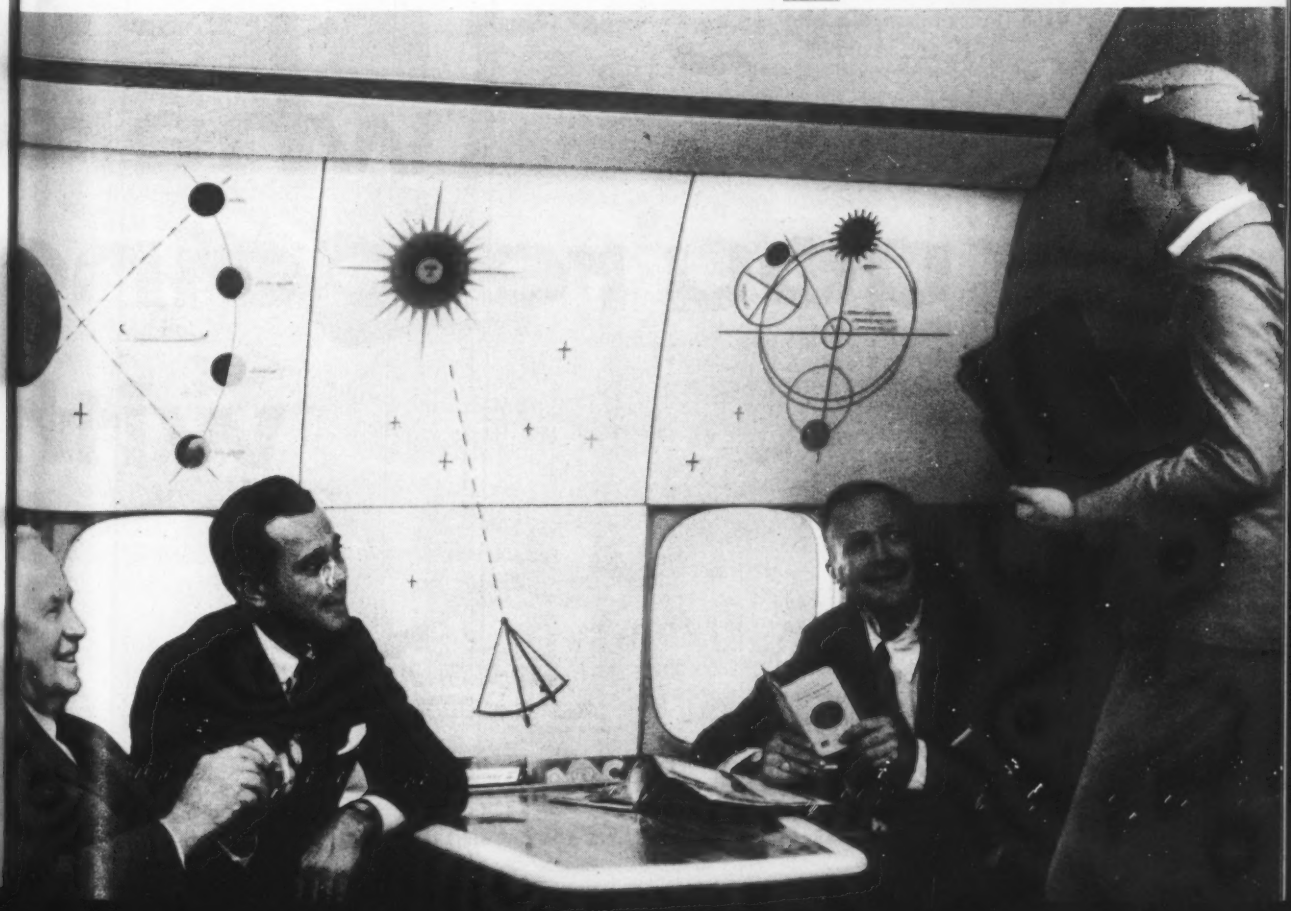
UNITED AIR LINES DC-8

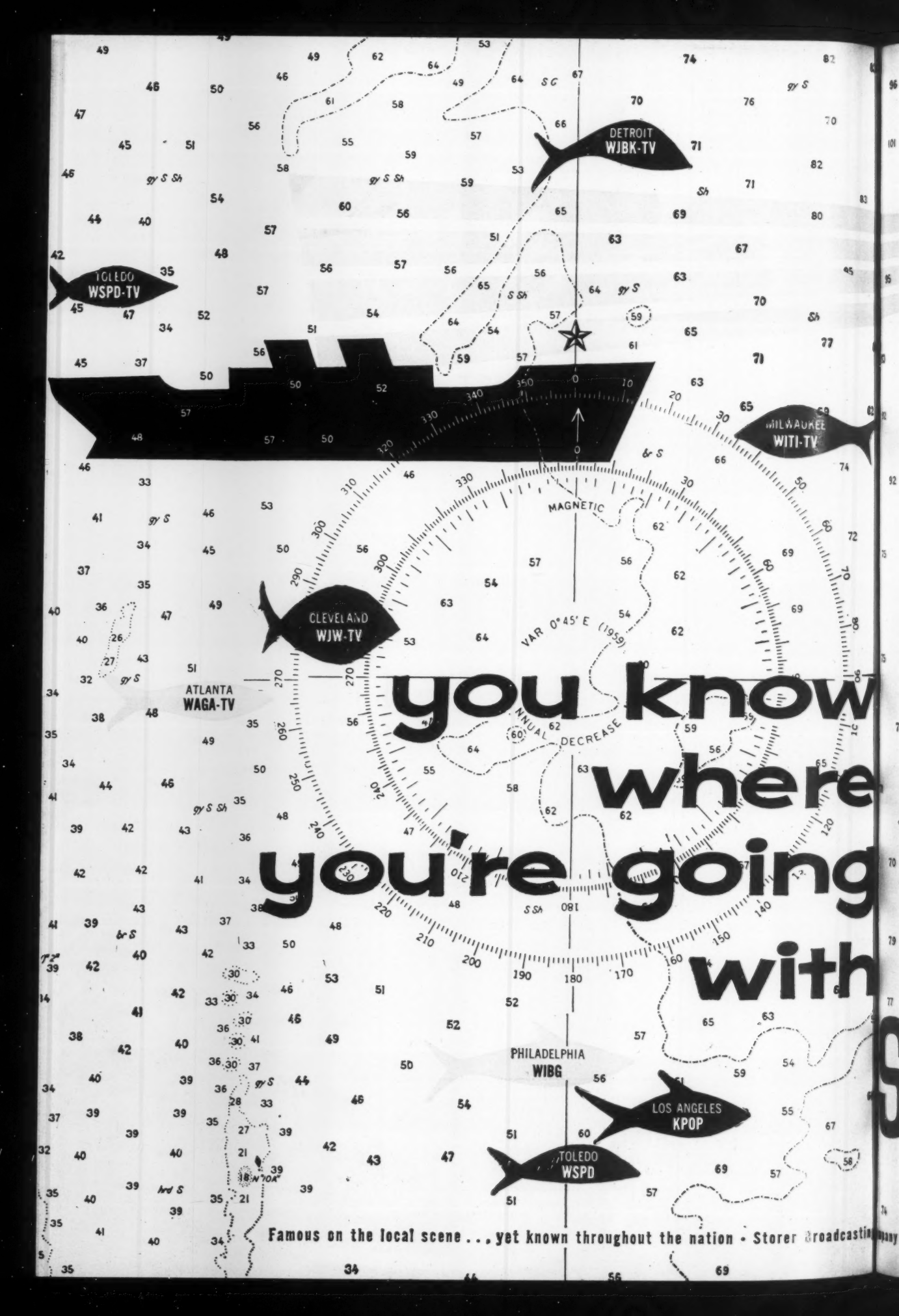
JET MAINLINER, BY DOUGLAS

THE BEST OF THE JETS...PLUS UNITED'S EXTRA CARE

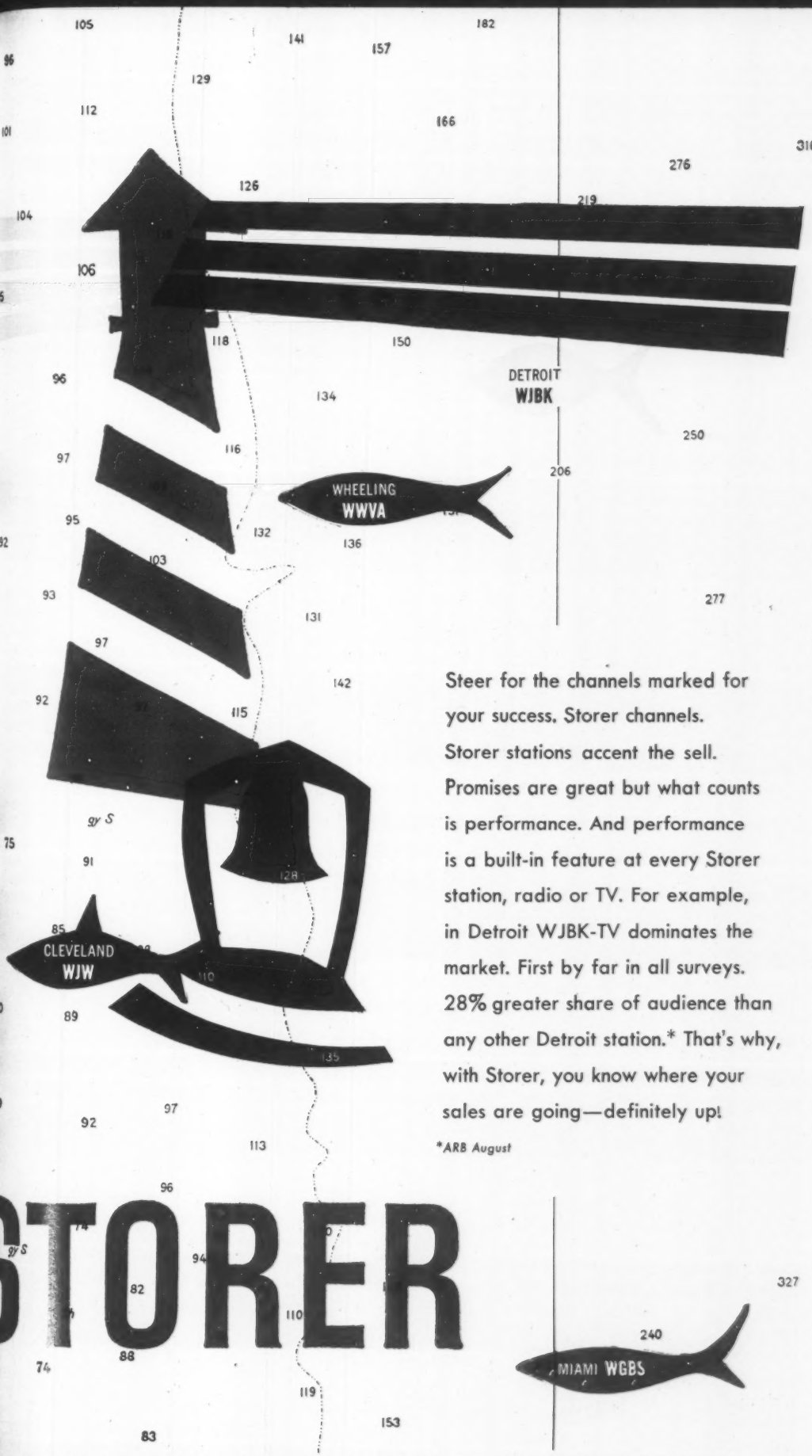
This is a section of the Red Carpet Room, one of the many innovations you find on United's new DC-8 Jet Mainliner*

*Red Carpet is a service mark owned and used by United Air Lines, Inc.





Famous on the local scene . . . yet known throughout the nation • Storer Broadcasting Company



STORER

Steer for the channels marked for your success. Storer channels. Storer stations accent the sell. Promises are great but what counts is performance. And performance is a built-in feature at every Storer station, radio or TV. For example, in Detroit WJBK-TV dominates the market. First by far in all surveys. 28% greater share of audience than any other Detroit station.* That's why, with Storer, you know where your sales are going—definitely up!

*ARB August

STORER STATIONS

TELEVISION

DETROIT
WJBK-TV
Ch. 2—CBS
First by far
in all surveys

CLEVELAND
WJW-TV
Top News—Top Movies
CBS Programming. First in AR

TOLEDO
WSPD-TV
First in Toledo surveys
Covers 2,000,000

ATLANTA
WAGA-TV
More Top Movies
More News—More Coverag

MILWAUKEE
WITI-TV
CBS Programming
Top MGM, PARA, RKO Movi

RADIO

PHILADELPHIA
WIBG
50,000 Watts
First in all surveys

DETROIT
WJBK
WJBK-Radio *is* Detroit
First from noon to midnigh

CLEVELAND
WJW
NBC network. Tops in local
Personality News and Musi

WHEELING
WWVA
First by far
Pittsburgh-Wheeling area
Only full-time CBS station

TOLEDO
WSPD
It takes only one to reach
ALL Toledo. First by far

MIAMI
WGBS
50,000 Watts—CBS
ALL South Florida

LOS ANGELES
KPOP
Covers the
2nd largest market

...casting Company • National Sales Offices: 625 Madison Ave., N.Y. 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago, FRanklin 2-6498

ADVERTISED IN EASTERN IOWA ON KCRG-TV, CHANNEL 9

Continental Oil Company is one of many successful national advertisers using KCRG-TV. Channel 9 is a necessary part of effective selling in the Cedar Rapids-Waterloo-Dubuque market. Your Branham Company representative will tell you why. Minneapolis: Harry S. Hyett Co.

ABC
IN IOWA'S NUMBER 1 TV MARKET

KCRG-TV Channel 9 CEDAR RAPIDS

Joseph F. Hladky, Jr., President
Redd Gardner, General Manager
Eugene E. McClure, Commercial Manager

ficial knowledge of communism but their intellectual appetite for more information has been whetted by Mr. K's visit.

Can and should television help to increase the knowledge of Americans on the subject of communism? I think so. In fact I would suggest this might be an important peg for the tv industry's public relations program, a community service activity in which each and every tv station could participate.

An educational series on the subject of communism could obtain "talent" from college and university faculties . . . business men, clergymen and others who have studied the subject . . . refugees from Communist controlled countries. There is no dearth of visuals such as films, stills and maps.

Individual station programs on communism, reinforced by network specials like "The Red Sell," would be timely in counteracting communist propaganda. It is well to recall a letter to President Eisenhower, sent by Rep. Walter, chairman of the House Committee on Un-American activities, in which he quoted Dimitry Manuilsky in an address before the Lenin School of Political Warfare in Moscow in 1931 as follows:

"So we shall begin by launching the most spectacular peace movement on record. There will be electrifying overtures and unheard-of concessions. The capitalist countries, stupid and decadent, will rejoice and co-operate in their own destruction. They will leap at another chance to be friends. As soon as their guard is down, we shall smash them with our clenched fist."

Mr. K's remark about burying us, combined with his "electrifying" disarmament overture and the complete snow job on peaceful co-existence bear out the party line announced in the above quotation.

Time devoted by tv stations to telling the whole story of communism—its origins, dogma, operations, strategy, successes, failures, implications, etc.—would be truly public service time and truly in the best public interest and, therefore, self interest of the television industry.

Robert A. Willier
Robert A. Willier & Assoc.
St. Louis

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

DOLLARS

An independent survey shows 76% of WTOP Radio listeners in income groups over $6,000 per year. Add to this WTOP's record of earning more quarter-hour wins in the 20-county Pulse than all the other stations combined and it becomes obvious: the important station is WTOP Radio!

wtop radio

WASHINGTON, D. C.

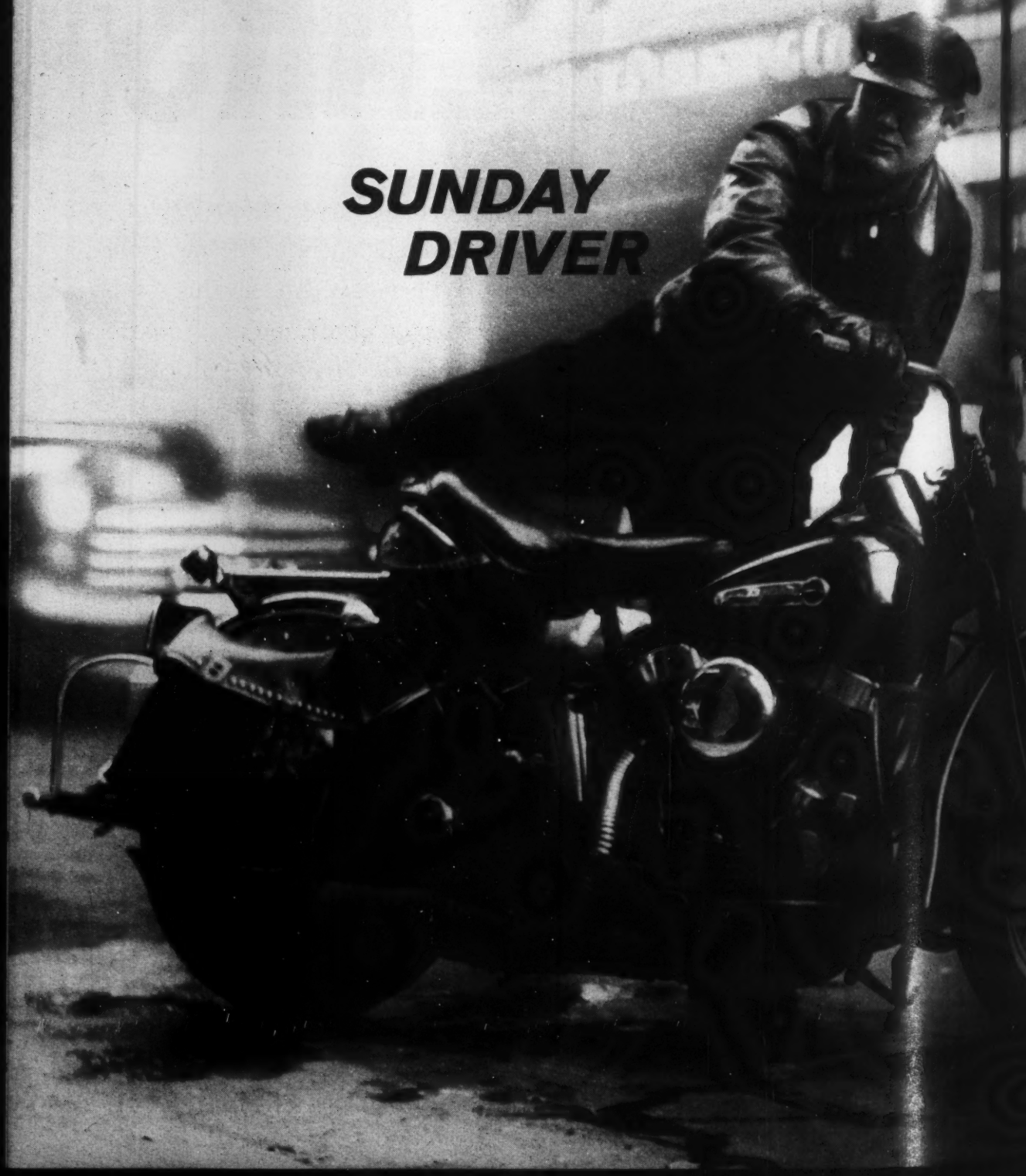
Represented by CBS Radio Spot Sales

Operated by THE WASHINGTON POST BROADCAST DIVISION

WTOP Radio, *Washington, D. C.* WTOP-TV *channel 9, Washington, D. C.* WJXT *channel 4, Jacksonville, Florida*

News takes no holidays. Neither does NEWSFILM. Seven days a week, twenty-four hours a day—whenever, wherever the big stories break—NEWSFILM is on the job to capture the news on film and speed the results to subscribing stations.

NEWSFILM, a product of award-winning CBS News, is the only full-time, seven-day news service in all television. NEWSFILM's staff of camera correspondents, reporters, editors, laboratory technicians and couriers (the largest, most skilled news-gathering operation in the world) works around the globe, around the clock to bring to NEWSFILM



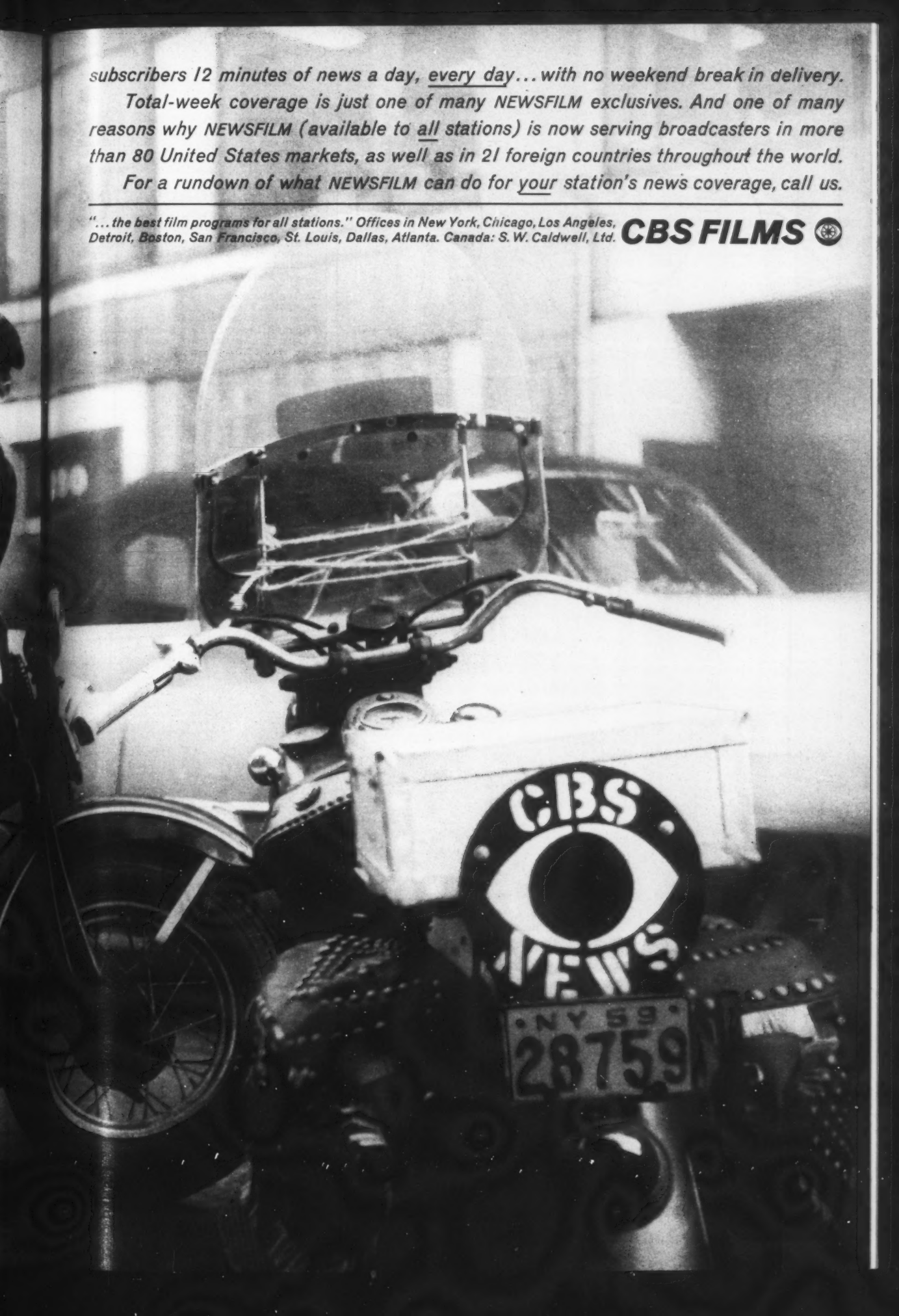
SUNDAY DRIVER

subscribers 12 minutes of news a day, every day... with no weekend break in delivery.

Total-week coverage is just one of many NEWSFILM exclusives. And one of many reasons why NEWSFILM (available to all stations) is now serving broadcasters in more than 80 United States markets, as well as in 21 foreign countries throughout the world.

For a rundown of what NEWSFILM can do for your station's news coverage, call us.

"...the best film programs for all stations." Offices in New York, Chicago, Los Angeles, Detroit, Boston, San Francisco, St. Louis, Dallas, Atlanta. Canada: S. W. Caldwell, Ltd. **CBS FILMS**



I think Newark's nice too, Smidley.

But if you'd check the figures, Smid, you'd have this Cascade right up there on the list. The Cascade four-station network actually nails down more E.B.I. than Newark or Indianapolis for that matter. More drug sales than Rochester. More gas station sales than San Francisco. And if you need more . . . just remember Cascade is the only television serving the entire market.

CBS NBC

CASCADE TELEVISION

KIMA-TV YAKIMA, WASH. KEPR-TV PASCO, RICHLAND, KENNEWICK, WASH.

KBAS-TV EPHRATA, MOSES LAKE, WASH. KLEW-TV LEWISTON, IDA.

For Facts and Figures:

National Representatives: GEORGE P. HOLLINGBERY Company

Pacific Northwest: MOORE & ASSOCIATES

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COMPTROLLER.....Irving C. Miller
ASST. SEC.-TREAS.....Lawrence B. Taishoff

BROADCASTING*

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office

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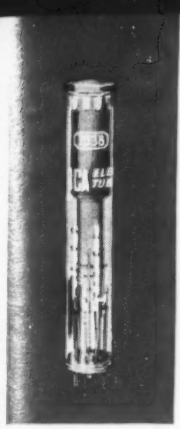
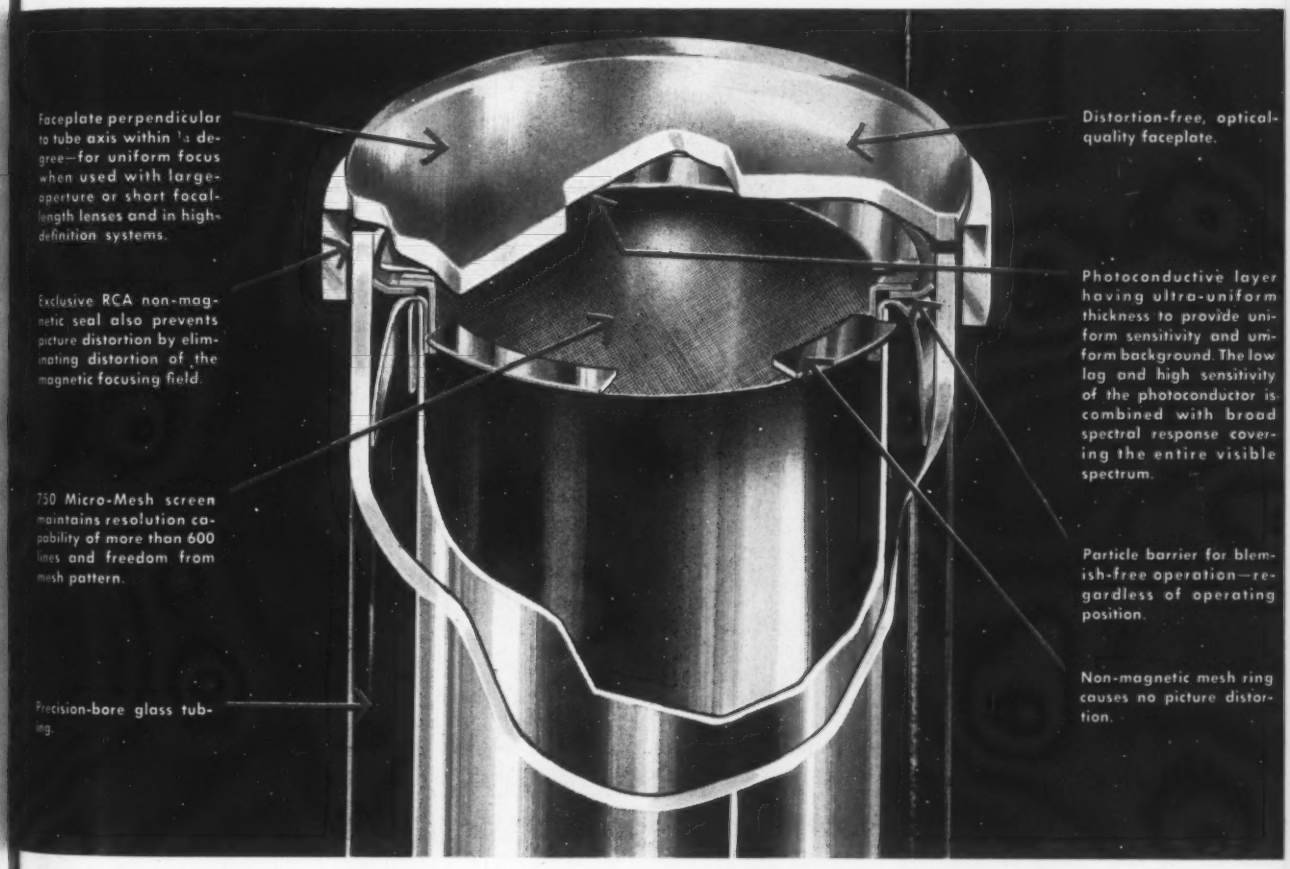


Another Way RCA Serves Telecasters Through Electronics

RCA's constant research gives TV cameras better "vision"


Faceplate perpendicular to tube axis within ½ degree—for uniform focus when used with large-aperture or short focal-length lenses and in high-definition systems.
Exclusive RCA non-magnetic seal also prevents picture distortion by eliminating distortion of the magnetic focusing field.
750 Micro-Mesh screen maintains resolution capability of more than 600 lines and freedom from mesh pattern.
Precision-bore glass tubing.
Distortion-free, optical-quality faceplate.
Photoconductive layer having ultra-uniform thickness to provide uniform sensitivity and uniform background. The low lag and high sensitivity of the photoconductor is combined with broad spectral response covering the entire visible spectrum.
Particle barrier for blemish-free operation—regardless of operating position.
Non-magnetic mesh ring causes no picture distortion.

RCA tube designers originated the Image Orthicon—the tube that made modern telecasting practicable—and subsequent refinements such as Micro-Mesh and Super-Dynode. The Vidicon, too, was an RCA "first". The same spirit of research that originated these famous camera tubes continues to improve them in performance, reliability, life.

Look at the "inside story" of the RCA-7038 Vidicon, for instance. Here you see the latest improvements in Vidicon design and manufacture—backed by 25 years of camera tube experience. High sensitivity and uniformity over the entire scanned area open new possibilities in live-and film-pick-up camera techniques.

For the best in TV camera tubes, see your nearest RCA Tube Distributor. He's set up to serve all your camera tube needs. He's also ready and able to handle your audio needs including high quality RCA Sound Tape. Call him for prompt delivery.

RADIO CORPORATION OF AMERICA

Electron Tube Division — *Harrison, N. J.*

Eggs Sardou --- OLD NEW ORLEANS FAVORITE

Breakfast at Brennan's . . . delightful!

Here's how to make it:

On a base of creamed spinach place 2 artichoke bottoms. Fill these with 2 poached eggs and cover with Hollandaise Sauce. Perfect with a bottle of chilled rosé wine.

Brennan's Hollandaise Sauce

Beat 4 egg yolks, add juice of 1 lemon. Heat in double boiler, add 1 lb. melted butter. Cook over very low fire until thick, stirring with wooden spoon. Salt to taste.

WWL-TV . . . new NEW ORLEANS FAVORITE

Things are changing fast in the three-station New Orleans market. WWL-TV now leads in practically all important time periods.

Sunday thru Saturday	WWL-TV	Station B	Station C
	%	%	%
August ARB 6-10 p.m.	40.4	40.1	18.9
10-midnight	49.1	40.6	10.7
August Nielsen 6-9 p.m.	42.0	39.0	17.0
9-midnight	50.0	37.0	11.0

And WWL-TV personnel lead in experience—*competitive* experience gained in TV markets coast-to-coast.

Represented nationally by the Katz Agency

CBS **WWL-TV**
NEW ORLEANS

MONDAY MEMO

from **ALAN C. GARRATT,** *advertising manager, ACC Division, American Tobacco Co., New York*

No campaign is complete without radio

When I was first called about doing a MONDAY MEMO, my first thought was about television. What, if anything, could I say about television that might be new or interesting? Television is of course the great new advertising force. It has changed the advertising habits of virtually every major advertiser in the country. But this is not news.

Then I began to think of our old friend and ally, radio, and another thought began shaping in my mind. When a new and glamorous advertising outlet bursts on the scene, there is often a tendency to shout "This is it! Switch the advertising there." At this point sober second thought is essential. What is our current media doing for our product? How much of our budget should be switched to the new medium?

As television grows in importance it is important continuously to evaluate its relation to the radio medium. In assembling the notes for this article, figures came out that most of us in advertising know vaguely but forget in detail. How many of us recall that over 12 million radio sets were sold in the past year? How many of us constantly remember that there are 38 million cars with radios?

In my reminiscent mood I thought of the hours of good listening without the too-full attention that tv sometimes requires. Out of these thoughts come this memo to remind us not only of the good old days of radio but also of its good present and future days.

Radio is the one advertising medium that goes to the customer instead of asking the customer to come to it. Radio goes to the listener whether he is in the kitchen, the bathroom, the car or at the beach. In short, it reaches the customer whether he is cooking or shaving, driving or dunking.

During the past few years, radio has gracefully bowed to its more glamorous big sister—television—for leadership in the broadcast field . . . but it "ain't dead." As a matter of actual fact, a look at radio's dimensions today, clearly shows that it "ain't even sick."

Lest We Forget • Some of the statistics about radio are staggering; and yet, many of us tend to forget them. Radio is a force of many dimensions. For those who listen to radio, (almost all of us) it is a daily living habit. As a business enterprise it provides a medium of mass communication for delivering sales messages.

Almost "everybody" already has radio (96.3%); yet, 12.6 million radios were sold last year. The total count of radio sets in working order is 146.2 million, approximately three sets for every family. Today, there are over 51 million homes equipped with one or more radio sets. Add to this 38 million automobiles with radios, 10 million portables plus millions more in business establishments, trucks and boats and you have a very healthy advertising medium.

Back in 1950, when radio was in its "heyday", there were 2,781 commercial radio stations serving the U.S. Today, this number has grown to over 3,400 to provide every home in the nation, regardless of location, with multiple station choices.

During a typical week, last winter, over 41 million homes used their in-home radios an average of about 16 hours per week. And this doesn't include any out-of-home listening. The average auto traveler spends an hour and 20 minutes per day in a car, adding as much as 17% to 45% in peak driving hours to the basic in-home audience.

Alan C. Garratt, who was born in Hoylake, England, and educated in Montclair, N.J., has been hard at work for all but 8 of his 48 years. The last 22 years have been spent with The American Tobacco Co. in various capacities leading up to his current position as advertising manager of the ACC Division of the company. Mr. Garratt heads up the advertising department responsible for the advertising activity for Pall Mall Famous Cigarettes, Hit Parade Cigarettes, Riviera Cigarettes and several other products. A boating and fishing fan, he spends most of his weekends on his boat Evelyn II with Mrs. Garratt and their children, Patricia Linda, Paul Charles and little Peter. The home port is Amityville, Long Island.

Pall Mall's Use • Pall Mall has always used radio as an important part of its advertising. The form may change but the medium itself is one that we, at Pall Mall, have great faith in. Currently, Pall Mall is a large user of radio spots throughout the country, with a schedule even larger than that used last year. Two things stand out in support of this decision: we are able to increase the total number of homes that we reach and at the same time, increase the number of commercial messages delivered per home.

This past season, we had Nielsen do a special analysis, limiting the study to those markets which carried our two network tv programs, (*Tales of Wells Fargo* and *M Squad*), a spot television schedule, as well as spot radio. This study showed that 16% of the homes reached in four weeks were exclusively covered by radio in spite of the extensive use of spot and network television schedules. And equally important, radio upped the number of Pall Mall commercials heard in *all homes* by 65%.

With the decrease in the amount of time taken by the networks, the local stations have become more and more ingenious in developing a character for their stations to meet the needs of their own communities. Many stations such as WPAT (Paterson, N.J.) are doing an excellent job of carefully spacing news coverage with good music, weather reports, traffic conditions and at least one station on Long Island that I, as a boat owner, personally listen to and abide by, gives special weather reports for fishermen and boating enthusiasts.

New Momentum • No, radio "ain't dead"! It slowed down for awhile, but now it is again gaining momentum and, in my opinion, will continue to do so. With its flexibility, its willingness to go looking for the customers, the fact that you don't have to give it constantly full visual and audio attention, radio fills, as it always has, a vital place in the advertising spectrum. It is my belief that no major advertising campaign can be really complete without radio.

W-TEN FIRST AGAIN!

FIRST
with **THE JACK PAAR SHOW**
in Albany - Troy -
Schenectady . . .

FIRST
with **FEATURE FILMS**
MGM - United Artists -
Republic - RKO - Flamingo

FIRST
with **CHILDREN'S PROGRAMS**
Popeye - 3 Stooges -
Romper Room - Rascals

Make W-TEN
FIRST
in your sales story . . .
Call your BLAIR TV-man *

CBS
AFFILIATES

WTEN
Albany
10

WTVD
Raleigh-Durham
11

WPRO-TV
Providence
12

CAPITAL CITIES TELEVISION

* Metropolitan ARB, April, May 1959 . . .
38.0% Station share of sets in use . . .

CRACKDOWN ON TV PROGRAMS?

Quiz hearing rouses talk of new controls

Demands for tighter government controls over television network programming were stirred by House investigation of quiz show rigging last week.

Atty. Gen. William P. Rogers said there was need for reassessment of role of FCC in protecting public morals. In speech prepared for 25th anniversary of Securities & Exchange Commission, Mr. Rogers said government and networks must make every effort to "safeguard against this or any other such public deception in the future."

Mr. Rogers' remarks were issued as question arose over position in quiz scandal of Charles Van Doren, one of most celebrated quiz winners who was hired as $50,000-a-year commentator by NBC on strength of his performance on *Twenty-One*. On Oct. 8 NBC suspended him "pending a final determination" in quiz hearings. Next day House investigating committee staff said Mr. Van Doren had disappeared, though he was wanted as witness.

In all, three quizzes were under investigation—same three which New York grand jury investigated last year. Grand jury brought in no indictments, but did issue presentment which New York court sealed.

After spending two days exploring charges *Twenty-One* was fixed (see story, page 78), House Legislative Oversight Subcommittee Oct. 8 turned to similar charges against *Dotto* and *Tic Tac Dough* quiz shows. Rep. Oren Harris' (D-Ark.) subcommittee heard testimony of three additional witnesses in executive session, plus several others in public hearing.

'Take the Dive' • David Huschle, longtime contestant on both daytime and evening *Dotto* shows, testified he was given answers to all questions he was asked except for last appearance. At that instance, he said, he was told by program's Gil Cates to "take the dive."

Contestant said Mr. Cates, assistant producer of *Dotto*, told him week before his July 1958 loss that he (Huschle) would lose next week. He said Mr. Cates showed him picture of celebrity he was to miss and told him (Huschle) not to identify picture even if he thought he could.

(On *Dotto*, when contestants answered questions correctly, picture outline of famous person was filled out and contestant won by identifying subject picture before his opponent.)

Witness said he received answers from Stan Green during appearances on daytime show beginning in February 1958. Mr. Huschle said he was told by Mr. Green these measures were necessary because of competition and extreme pressure to make show successful.

'Tell the Truth' • Mr. Huschle, 28-year-old New York restaurant manager, said no one from *Dotto* contacted him prior to his testimony before grand jury but that he called Mr. Cates and was told to tell truth. Witness told subcommittee he never had contact with anybody from NBC, CBS (morning show was on CBS, evening on NBC), or sponsor Colgate-Pamolive.

Edward Hilgemeier, self-styled unemployed comedian, said he was standby *Dotto* contestant and discovered that winning contestant, Maria Winn, had received answers in advance. Mr. Hilgemeier agreed he was known as "the man who blew the whistle on tv quiz shows."

Mr. Hilgemeier stated that while waiting to appear on morning version of *Dotto*, he found notebook in which he had seen Miss Winn writing questions and answers, plus identity of caricatures she would be shown. Witness said he tore these pages from notebook and showed them to defeated contestant, Yeffe Kimball, and that they decided to take legal action.

After showing photostat of notes to Edward Jurist, producer of *Dotto*, Mr. Hilgemeier said producer offered him future appearances on show with "guarantees" if he would overlook matter.

Mr. Hilgemeier said he refused to go on program because he felt it would hurt him professionally.

Accused of Blackmail • Witness said he contacted Frank Cooper & Assoc. and talked to "a Mr. Fisher," who, he said, accused him of "blackmail, extortion and threatened to call the police and newspapers." Mr. Hilgemeier said he was offered, and accepted on advice of *New York Post* reporter Jack O'Grady, $1,500 offered him not to bring legal action.

Mr. Hilgemeier said he took money because he had no other proof that his charges against *Dotto* were true. He said that Miss Kimball was paid $4,000. He said he had appeared on six other tv quiz shows and never discovered anything fraudulent.

Neither CBS or sponsor Colgate ever contacted him about charges, Mr. Hil-

Who's on first?

Radio stations in medium-sized markets are more "sports-minded" than stations in small or large markets, according to Kevin B. Sweeney, RAB president. Speaking before a group of Great Lakes area station executives attending RAB's last in a series of eight regional management conferences, Mr. Sweeney announced results of a survey conducted among member stations to find out how much play-by-play sports programming is carried on radio today.

"Some 75% of the stations offer full coverage to one or more of 11 different sports events," he reported. Eight out of 10 stations in medium-sized markets carry live sports accounts, while the figure for smaller and larger markets was about 70%, he said. Football ranked first in coverage. Baseball and basketball tied for second place.

Baseball Study • In a separate documentation to be released today (Oct. 12) on radio's popularity with minor league baseball fans, RAB reports that 68.2% of men listen to play-by-play baseball games on radio. Results of the survey conducted for RAB by the Pulse Inc. are presented in a pocket-size brochure titled "Radio Bats .682, Listener League." Based on a survey of a northeastern city of more than 1 million people, among the nearly seven out of 10 men who report listening to play-by-play games, more than four out of 10 say they listen "regularly." RAB concludes: "It's apparent that baseball programming on radio enjoys a loyal, local following even in cities outside the 'big' leagues—and against prime tv competition."

gemeier said, but he told of going to Colgate on his own with affidavit he had prepared on activities surrounding *Dotto.* He said Colgate promised to "take care" of him but that he did not know what was meant. Also, he testified, the sponsor dropped the show soon after he presented Colgate with his charges in August 1958.

Mr. Hilgemeier said he sent affidavit to FCC but received "cold shoulder" and no action from agency.

As a result of charges he made against *Dotto,* Mr. Hilgemeier said he is unable to get any kind of job in his chosen profession in New York. He said he has sued Jack Paar for $750,000, charging libelous statements were made about him on *Jack Paar Show.*

Witness is in Europe • Rep. Harris said committee tried to subpoena Miss Winn to testify but she is in Europe. He pointed out, however, that she had told grand jury investigation she did receive *Dotto* answers in advance, as charged by Mr. Hilgemeier.

Mrs. DuBarry Hillman, who won $1,460 on five daytime *Dotto* appearances during February 1958, also testified she was given answers in advance. Prior to her first appearance, she said, she did not know "trial" pictures she had been shown would be used on show and was surprised when this turned out to be case.

Following first appearance, Mrs. Hillman said she went to Mr. Green to thank him for help and she was immediately "shushed." She was not given advance help for last appearance when, she testified, Mr. Green told her: " 'Today you go in cold'." She lost and said it was impossible to identify pictures from sketchy outlines without prior help.

Kirtzin Falke, 19-year-old college student, said she appeared on *Tic Tac Dough* twice in December 1956 while she was 16 years old. She said she first suspected program was not on level when told she had passed her trial "with flying colors." Prior to her first appearance, Miss Falke said, she spent several mornings with show's producer, Howard Felcher, going over questions and answers.

Teenager 'Goofed' • Witness said instructions were that she was to have two "ties" with opponent but that she "goofed" second round and accidently defeated him. Mr. Felcher, she said, came running across stage during commercial and asked her if she realized what she had done.

Miss Falke said she was not instructed to lose but next day was not given answers to questions prior to going on air. She lost on her second show.

She said that Mr. Felcher told her not to disclose assistance she received to anyone and that when grand jury investigation began, he told her to "tell the truth that you were given no assistance." New York District Attorney tapped telephone to Falke home and heard Mr. Felcher urge her to lie to grand jury, Miss Falke testified. (Mr. Felcher has been fired by NBC for refusing to sign statement that no help was given to *Tic Tac Dough* contestants).

Rep. Moss Lashes Out. • Rep. John Moss (D-Calif.), after hearing Miss Falke's testimony, lashed out at broadcasting industry which, he said, has such tremendous influence on youth. "This whole story is something that should trouble the conscience of the industry," he said. "This is a perfect illustration of their lack of ethics and morals."

Eric Leiber, artist for *Dotto,* told subcommittee that program's staff held meetings immediately after each day's show to plan next day's program. He said at these meetings it was decided who would win next day and who would lose and whether there would be ties.

It also was decided at what point famous person was to be identified, Mr. Leiber said, thus making it possible to control amount of prize money won. He said program usually went according to advance plans. He said these meetings continued throughout life of program but that agency, Ted Bates & Co., sponsor Colgate or network never participated.

Those witnesses heard in executive session were Edward Jurist, producer of *Dotto;* Sy Fisher, partner in Frank Cooper & Assoc., and Martin Dowd, contestant on *Tic Tac Dough.*

How to fix a 'fix'

Members of House Legislative Oversight Subcommittee received first-hand explanation of mechanics of "fixing" tv quiz show last week in one of its executive sessions. One of those present when Edward Jurist, producer of *Dotto,* testified in secret, said "cooperative" witness gave "very enlightening" explanation of how's and why's of tv quiz show fixing.

Bartell tv set for Caribbean

Time-table for start of tv station operations for Bartell International in Caribbean area disclosed over weekend by Gerald A. Bartell, president, who set Nov. 29 as target date for outlet in Port-Au-Prince, Haiti; next Jan. 29 for Willemstad, Curacao, station and next Feb. 28 for Oranjestad, Aruba, outlet.

To hasten preparations for launching of first tv station in those areas, Mr. Bartell said Boris Frank of Bartell executive staff will leave Friday (Oct. 16) for Willemstad and organize headquarters there for three Caribbean stations now under construction. Mr. Frank, who has been named program director, Caribbean area, will be in vanguard of other Bartell executives who will be assigned there.

Mr. Bartell explained that stations will function there both as commercial outlets and as educational-vocational training facilities, pointing out that television is uniquely equipped to raise educational and vocational standards in relatively underdeveloped areas, such as Haiti and Curacao and Aruba (latter two are part of Dutch West Indies).

Stations are expected to remain on air from 5:30 p.m. to 11 p.m. Programming in Curacao (Ch. 5) and Aruba (Ch. 7) will be in Dutch, English and Papiamento (latter is local dialect). In Haiti, programming will be in French and Creole.

Port-Au-Prince outlet is owned 51% by Bartell International and 49% by group headed by station owner Elroy McCaw, broadcaster-public relations man Tex McCrary and others. Mr. Bartell indicated that ownership of two other stations is largely by his company but financial arrangement was "too complicated" to explain.

Bartell International is licensed to operate in Aruba and Curacao for 25 years and in Haiti for 10 years. Mr. Bartell said his company is negotiating for tv outlets in South America and is exploring "very exciting project in Europe. But I can't talk about that now."

PHILCO V. NBC
FCC oral argument airs both positions

FCC was asked Oct. 8 to hold formal hearing on Philco protest against renewal of NBC's licenses in Philadelphia. Oral argument before Commission on Philco petition also saw questions raised (a) whether consent decrees taint licensees, (b) whether FCC should attempt to litigate truth or falsity of antitrust charges settled by consent judgment involving NBC and (c) whether broadcaster under requirement to dispose of stations has anything to transfer.

Four commissioners at oral argument heard appeal by Henry B. Weaver, Philco counsel, that Commission permit Philco to attempt to prove allegations that NBC is not fit to hold licenses because of antitrust activities.

This argument brought question from FCC Chairman John C. Doerfer: Should Commission become forum for deciding antitrust charges?

NBC argument, put by Bernard G. Segal, Philadelphia attorney, was that Philadelphia antitrust consent decree disposes of Philco attack since it requires NBC to dispose of WRCV-AM-TV Philadelphia (BROADCASTING, Sept. 28). This should satisfy Philco, he indicated.

Mr. Segal also implied Philco was using protest procedure to "harass" RCA in order to further its 1957 civil antitrust suit against RCA and others asking $150 million in damages.

The recent judgment signed by NBC and Justice Dept. provides that NBC must divest itself of Philadelphia stations before Dec. 31, 1962.

Philco answer to NBC argument was that until FCC held hearing to judge truth of charges, NBC could not be sure it had anything to dispose of.

Broadcast Bureau's View • FCC's Broadcast Bureau, represented by John Harrington, told Commission it did not have to hold hearing since subject of NBC's character qualifications to hold licenses already had been adjudged when FCC approved network's acquisition of Philadelphia outlets and in other actions involving NBC acquiring stations. He argued that Philco had not made any accusations which Commission did not already know.

FCC in July 1957 renewed licenses of NBC Philadelphia outlets. Philco protested these renewals in following month. Commission originally turned down protest on ground Philco was not party in interest, but after appeals court ruling it scheduled oral argument to determine whether full, evidentiary hearing is necessary.

Ruppert to NC&K

Jacob Ruppert (Knickerbocker Beer), New York, is moving its business to Norman, Craig & Kummel, New York, from Compton Adv., New York, effective Jan. 1, 1960. Ruppert's current ad budget of about $2.7 million will be increased to more than $4 million in 1960, according to company spokesmen. Approximately 75% of Ruppert's expenditures are now in spot tv, spread throughout its marketing area in New England, eastern New York, New Jersey and eastern Pennsylvania. Heavy spot tv spending expected to be continued by NC&K, air-minded agency, which has been on new business spree in past three months, picking up Chesebrough-Pond's and Hertz-Rent-a-Car, representing combined billing of $9 million.

State Dept. official speaks at NAB meet

Assistant Secretary of State Andrew H. Berding, in charge of department's public affairs, will address Oct. 16 luncheon at opening of NAB's annual Fall Conference series. Luncheon will wind up two-day meeting at Mayflower Hotel, Washington. Second meeting of series will be held Oct. 19-20 in Chicago (see full schedule in Datebook, page 10).

Mr. Berding is former foreign correspondent, author and radio commentator. He will be introduced by Jack Younts, WEEB Southern Pines, N.C., member of NAB board. Harold E. Fellows, NAB president, will be speaker at opening luncheon and will be introduced by Joseph E. Baudino, Westinghouse Broadcasting Co., also NAB board member.

Washington meeting opens Oct. 15 with NAB staff executives giving half-day analysis of major industry and Washington problems. Concurrent radio and tv sessions will be held in afternoon and continue on morning of second day, including sales, editorializing and other topics.

Clair R. McCollough, Steinman Stations, will address tv session during first afternoon in role as chairman of Television Information Committee, guiding body of Television Information Office. He will introduce Louis Hausman, newly named director of TIO. (Full agenda for first four meetings carried in BROADCASTING, Oct. 5.)

S. F. radio group

Change in signals was forced Oct. 8 by Radio & Television Executives Society in New York when it was learned that its seminar on San Francisco radio scheduled for Oct. 20 not only has been postponed but also has resulted in the first formation of a San Francisco radio broadcasters organization — Bay Area Broadcasters Assn. Prior to this development, six S.F. stations and their rep firms had accepted RTES' invitation to participate in seminar at Roosevelt Hotel in New York to present their respective philosophies on programming.

In discussions that followed among stations in S.F. regarding New York trip, unification meeting was called for Oct. 7 to form new group. Consequently, competitive aspect may be lacking when group does hold New York seminar—now tentatively scheduled for Jan. 20, 1960. Meanwhile RTES has short notice for finding Oct. 20 program replacement. RTES said San Francisco program was idea stemming from radio market report in BROADCASTING July 20.

WADO names Young

WADO New York (formerly WOV) has appointed Adam Young Inc. as national sales representative. Young now represents all Bartell family radio properties: KYA San Francisco, KCBQ San Diego, WAKE Atlanta, WOKY Milwaukee and WYDE Birmingham, as well as WADO.

MCA offers stock

The first public offering of MCA Inc. common stock was scheduled for last Friday (Oct. 9) by an underwriting group headed by Lehman Bros., New York. No par value was assigned to the 400,000 shares, to be traded over-the-counter, but reports were that each share would sell from $18 to $20.

The first indication that MCA, a privately-held company since its founding in 1924, was contemplating its first public issue of stock came last month when the company issued a preliminary prospectus (BROADCASTING, Sept. 21). In its prospectus, MCA noted that it will apply $6,250,000 of the next proceeds from the stock sale to the production of $9,250,000 of bank notes, and will add the balance to the company's working capital.

WMAY-TV withdraws from FCC litigation

Station which originally won ch. 2 grant in Springfield, Ill. — channel which was moved to St. Louis and now is involved in *ex parte* hearing at the FCC—has decided to call it quits. WMAY-TV Inc. has informed FCC that it is surrendering its grant and pulling out also from litigation. Litigation was begun by Sangamon Valley Tv Inc., losing applicant for ch. 2 in Springfield, and was aimed at reversing not only FCC's grant but also its move of ch. 2 to St. Louis. Because of allegations of off-record conversations with FCC commissioners, U.S. Supreme Court returned appeal to circuit court in Washington, which, in turn, asked FCC to investigate charges. Allegations of influence-pulling were first made before House Legislative Oversight Committee.

WMAY-TV officials (station now has cp for ch. 36) said they had spent $60,000 in prosecuting application. They informed Commission that personnel scheduled for WMAY-TV had already accepted other offers.

Oklahoma extension

Extension of another 25 days for broadcast media to prepare petition asking Oklahoma Supreme Court to reconsider its adoption of anti-broadcast Canon 35 was granted Oct. 8 by court. Oklahoma Television Stations, comprising all tv outlets in state, and KWTV (TV) Oklahoma City requested 60-day delay Oct. 7 (see early Canon 35 story page 66). Court originally had given petitioners 15 days from Sept. 30 to file reconsideration plea. State's new Canon 35, which was adopted without notice or hearing by Supreme Court, is being ignored by Court of Criminal Appeals, which has parallel jurisdiction. Canon 35 differs somewhat from similar canon of American Bar Assn. but both ban broadcast coverage during court trials.

News seminar in Va.

Virginia AP Broadcasters and Washington & Lee U., Lexington, Va., are sponsoring a radio newsmen's seminar Feb. 21-22 at the university. A panel for women newscasters will be included in the session. About 50 of the state's AP newsmen attended the organization's seminar last February.

New Sarnoff medal

American Institute of Electrical Engineers is establishing Gen. David Sarnoff medal for "outstanding achievement in electronics." Initial presentation will be made at general fall meeting in Chicago in 1960. Inauguration of medal was made possible by cooperation of RCA, AIEE said Oct. 8. Society of Motion Picture & Television Engineers also has what it calls David Sarnoff Gold Medal Award for achievements in electronic field.

• Business briefly

Bishop buys • Hazel Bishop Inc., N.Y., today (Oct. 12) starts new test market spot tv campaign for various cosmetic products. Nighttime minutes at rate of 10 per week for 13 weeks will be used in as yet undetermined number of markets. Agency: Raymond Spector Inc., N.Y.

Super spots • Colgate-Palmolive Co., N.Y., for Super Suds detergent, today (Oct. 12) slides into 10-week spot tv drive in six major eastern markets. Minutes, 20's and 10's bought, with total of 12 per week set in each market. All time periods will be used. Agency: Street & Finney, N.Y.

What this country needs • G.H.P. Cigar (El Producto Cigars), New York, is reported to be starting 10-week spot tv campaign in more than 25 major markets in mid-October, using 20-second and minute announcements. Agency: Compton Adv., N.Y.

In the oven • Ward Baking Co., N.Y., in eastern region of U.S. only, will sponsor alternate half-hours of ABC-TV's *Walt Disney Presents* (Fri. 7:30-8:30 p.m. EDT) during 1959-60 season. Agency: Grey Adv. Agency Inc., N.Y.

Beverage launcher • Wunderman, Ricotta & Kline Inc., N.Y., which was recently assigned to handle new carbonated coconut milk drink, "Tropicoco," made by Tropicoco Bottling Co. of New York and Puerto Rico, reports saturation radio-tv spot campaign will start in the New York area about Jan. 1, 1960. The campaign will include print advertising but it is reported annual broadcast budget is $1 million for the metropolitan New York area.

New agency • Norkon Pharmacal Inc. (Norkon pain reliever tablets), N.Y., named Joe Gans & Co., N.Y., for national radio-tv. The mail order product is using spot radio and before the end of the year expects to be in 50 markets, primarily in the southeast.

WEEK'S HEADLINERS

MR. WERNER

MORT WERNER, Kaiser Industries broadcast executive, formerly with NBC-TV, named vp and director of radio and tv at Young & Rubicam, N.Y. He succeeds Peter G. Levathes (WEEK'S HEADLINERS, Sept. 28). Mr. Werner, who still holds station interests, became vp at Kaiser two years ago to direct program and advertising activities as well as Kaiser-owned KHVH-AM-TV Honolulu. When he left NBC-TV in 1957, Mr. Werner was vp in charge of daytime programs. He had started with network in 1951 as producer of *Today*, moved up in producing ranks to head participating programs and was named national program director in late 1955. His original broadcast experience was gained with Don Lee Network beginning in 1932. He helped to build KHUM Eureka, Calif., in 1946 and started KVEN Ventura, Calif., in 1948. He retains interest in KVEN.

MR. MICKELSON

SIG MICKELSON, vp of CBS and general manager of CBS News since 1954, when separate news and public affairs departments of CBS radio and tv were integrated, named president of CBS News. His appointment completes establishment of news department as operating division of CBS, responsible for all news and public affairs programming of CBS radio-tv networks. Mr. Mickelson joined CBS in 1943 as news editor of WCCO Minneapolis, then network-owned, and in 1949 was transferred from his position as production manager there to director of news and public affairs for CBS in New York. He was appointed to similar position with CBS-TV in 1951. Mr. Mickelson is a director of CBS Foundation and former president of National Association of Radio News Directors.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

ON TAP: the data smart buying demands

RICHARD QUIGLEY *has charge of our St. Louis office, one of ten offices providing a fast, efficient service to Advertising throughout the United States.*

Standing near the center of the world's greatest agricultural region, Missouri has long been a leader in the output of beverages; of shoes and leather goods; of feeds, meats and a wide range of cereal products.

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Blair-TV operates on this basic principle: that alert informed representation is a service vital not only to stations but also to all Advertising and the businesses dependent on it for volume and profit.

From the first, our list has been made up of stations and markets we felt in position to serve most effectively. Today these stations are located in 25 of America's major markets. Together they cover more than 56 percent of its population, virtually 60 percent of its buying power.

In its area, each of these stations stands as a powerhouse of selling-force. To help advertisers and agencies make most profitable use of that force, is the constant objective of our entire organization.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

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W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KFJZ-TV—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha-Council Bluffs
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

WXEX-TV

1. Feature Foods Merchandising
2. Community Club Awards
3. In-store Food Displays
4. In-store Drug Displays
5. In-store Food Demonstrations, Sampling, Couponing
6. Store Window Displays

MERCHANDISING IS FIRST IN RICHMOND, PETERSBURG, CENTRAL VIRGINIA

7. Bargain Bar Promotions
8. Mailings To Retailers
9. Personal Calls On Jobbers, Wholesalers, Retailers
10. Reports To Food Advertisers
11. Promotional Spots
12. Newspaper Ads

NBC-TV BASIC

Tom Tinsley, President
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National Representatives:

Select Station Representatives in New York, Boston, Philadelphia, Baltimore, Washington; **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, New Orleans; **Daren F. McGavren Co.** in Chicago, St. Louis, Detroit and on West Coast.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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AT LAST A RELIABLE MUSIC SURVEY

A massive, scientific study of the radio audience turns up some flaws in the widespread practice of programming by the charts

Radio listeners rate rock 'n roll far down the musical list.

They prefer their popular music sweet and rhythmic.

That's the way listeners voted in what KING Seattle calls the biggest musical air poll ever conducted.

The results clash head-on with popularity charts based on record sales and juke-box plays.

Those "top 40" tunes that holler and honk are far out all right—almost out of the voting—fifth place out of five popular music categories.

Even the junior high set (12-16 years) upset current concepts of their musical culture by voting loud r&r in second place beneath current hits without r&r.

Loud stuff was so far down in the voting that KING announced Oct. 10 it won't spin the hot r&r records any more.

How It Was Done • KING's popular music study was based on 9,250 usable survey cards providing 92,500 individual music-selection votes. The cards were picked from over 10,000 returned questionnaires out of a 100,000 mailing—twice what the professional poll conductors had anticipated. One out of every three KING-area homes was covered by the mailing.

Polling was conducted in August in cooperation with the Seattle office of International Business Machines Corp. Dr. Stuart Carter Dodd, director of the Washington Public Opinion Lab and U. of Washington research professor, was consultant.

The purpose—to find out what sort of music radio listeners really like.

KING came up with enough computations and analyses to fill a record-library shelf. The findings are full of surprises. For example:

• Rock 'n roll drew more don't-like votes than the other four musical types combined.

• In the strong consumer group (22-39 years), two-thirds either "strongly dislike" (43%) or "dislike" (23%) current hits that have a "raucous rock 'n roll beat or screaming rhythm and blues lyrics." (See tables next page).

• Fewer than one out of five of this age group "like" (14%) or "strongly like" (5%) this category.

The total vote of all age groups rated "golden records" in first place. These are non-rock 'n roll records selling over a million copies. Second were familiar standards; third were current hits without raucous rock 'n roll (but some including "subdued beat"). Then came raucous rock 'n roll in fourth place and finally a category of selections described as "unfamiliar plus familiar tunes with arrangements making them hard to recognize."

Dr. Dodd is a world-famed specialist in public opinion sampling. He has conducted polls in Italy and other countries on such subjects as the peoples' type-of-government choice and effectiveness of radio broadcasts by Allied nations in World War II.

The technique and survey were carefully controlled. The 100,000 questionnaires were sent to homes in 15 western Washington counties. Pre-taped music-sampling programs were broadcast five times a day during a two-week period. Participants voted after listening to any one of these programs, each of which presented in coded and varying

Scientific polling discovers listeners' true music preferences • IBM's Ramac electronic brain and a comprehensive mail survey reaching 10% of the entire population of KING Seattle's primary coverage area (one of every three homes received the detailed questionnaire), made up what KING calls the biggest music preference study ever made in the history of radio. The laboratory-controlled exactness and thoroughness of the poll, together with its extensive promotion, helped achieve wide listener participation and accounted for the unusually heavy return—double the 5% expected normal response to such a survey. Here, Robert Benner (l), IBM's Seattle branch manager, helps KING Program Director Bill Clark dump out one of the cartons that contained some of the 10,000 reply cards. The Ramac computer is in the background.

How they voted: music liked, disliked

Description of music categories of popular music included in the KING-IBM survey

Category I—Current hits with raucous rock 'n' roll beat or "screaming" rhythm and blues lyrics. Examples: "Tiger" by Fabian, "Big Hunk of Love" by Elvis Presley, "There Goes My Baby" by The Drifters, "Forty Miles of Bad Road" by Duane Eddy, "It Was I" by Skip and Flip, and "Mona Lisa" by Conway Twitty.

Category II—Current hits excluding raucous rock 'n' roll. Examples: "What a Difference a Day Makes" by Dinah Washington, "Angel Face" by Jimmy Darren, "M.T.A." by Kingston Trio, "Wonderful You" by Jimmie Rodgers, "Twixt Twelve and Twenty" by Pat Boone, "Small World" by Johnny Mathis, "Til There Was You" by Anita Bryant.

Category III—Familiar standards arranged in such a way that the melody line is easy to follow. Examples: "Breezin' Along With The Breeze" by the Four Lads, "I Hear a Rhapsody" by Ray Conniff, "Moonglow" by the McGuire Sisters, "Drifting and Dreaming" by Gordon Jenkins, "All of Me" by Billy May, "I've Got You Under My Skin" by Frank Sinatra, "Blue Moon" by Norman Luboff Choir, "Tenderly" by Pat Boone.

Category IV—Unfamiliar tunes plus familiar tunes with arrangements that made them difficult to recognize. Examples: "Your Family" by Matt Dennis, "Idaho" by Dakota Staton, "Everybody Loves My Baby" by John LaSalle Quartet, "Quincy Hoppers" by Les Elgart, "You're Laughing At Me" by David Allen, "I Want to be Happy" by June Christy, "Jane's Jump" by the Bob Florence Band, "Small Fry" by the Hi-Lo's.

Category V—Gold records. All million-sellers excluding raucous rock 'n' roll type. Examples: "Blue Tango" by LeRoy Anderson, "Secret Love" by Doris Day, "Mr. Sandman" by the Chordettes, "Riders In The Sky" by Vaughn Monroe, "Ebb Tide" by Frank Chacksfield, "True Love" by Bing Crosby and Grace Kelly, "Marie" by Tommy Dorsey, "Memories Are Made of This" by Dean Martin.

MUSIC CATEGORY POPULARITY

Preferences of the total respondent group and by male and female respondent groups

Popularity Rank	Music Category	Percent Strongly Dislike	Percent Dislike	Percent Neither Like Nor Dislike	Percent Like	Percent Strongly Like
Total respondent group—18,500 responses*						
1.	Cat V	3	7	15	39	36
2.	Cat III	4	10	21	39	26
3.	Cat II	9	13	20	33	25
4.	Cat IV	15	27	31	21	6
5.	Cat I	33	21	15	17	15
Male respondent group—5,696 responses*						
1.	Cat V	4	8	18	38	32
2.	Cat III	5	12	22	37	23
3.	Cat II	10	13	22	33	22
4.	Cat IV	15	27	30	22	7
5.	Cat I	34	20	14	16	16
Female respondent group—12,804 responses*						
1.	Cat V	3	6	14	39	38
2.	Cat III	4	9	20	40	28
3.	Cat II	8	12	19	34	26
4.	Cat IV	15	27	31	21	6
5.	Cat I	32	21	16	17	14

* Each respondent rated two selections representing each category of music. Therefore, the number of responses is exactly double the number of resondents who participated in the survey.

Preferences by age group

Popularity Rank	Music Category	Percent Strongly Dislike	Percent Dislike	Percent Neither Like Nor Dislike	Percent Like	Percent Strongly Like
12—16 year olds						
1.	Cat II	2	4	11	31	52
2.	Cat I	7	9	11	25	49
3.	Cat V	7	13	22	34	24
4.	Cat III	10	22	32	26	11
5.	Cat IV	25	33	26	13	3
17—21 year olds						
1.	Cat V	4	8	15	35	39
2.	Cat II	6	10	16	35	32
3.	Cat III	4	10	22	37	27
4.	Cat I	23	18	15	21	24
5.	Cat IV	16	28	30	19	8
22—39 year olds						
1.	Cat V	2	5	13	39	42
2.	Cat III	2	5	16	43	34
3.	Cat II	11	15	22	34	19
4.	Cat IV	10	23	32	27	8
5.	Cat I	43	23	15	14	5
40 and older						
1.	Cat V	3	7	16	43	32
2.	Cat III	4	12	21	41	22
3.	Cat II	10	16	25	34	14
4.	Cat IV	16	31	31	18	4
5.	Cat I	37	26	17	14	5

sequence different sample group of 10 tunes (two tunes from each of the five basic music categories, but listeners didn't know this).

Some Top 40 Lists Full of Holes? • The study shows what listeners "actually prefer to hear," KING General Manager Earl W. Reilly Jr. explained, and not what a small segment of the total listening audience—chiefly the early teen-age group—might be purchasing at the local record shop or playing on the corner soda-shop jukebox (which in turn is programmed on the basis of record sales—"a vicious circle," he noted).

The average popular music list is based on record sales, particularly singles sales, he observed, although some lists cover album sale activity, with various control factors such as jukebox plays weighting the selection. But such lists still cover only what a portion of the public might be buying and not what listeners want to hear on the air, he indicated.

If there are any weaknesses or holes in some of the top 40 lists or popular music rating charts—the guides which radio program managers often consider basic to molding station format and guiding music selection—"this survey bears it out," Mr. Reilly said.

The impact of KING's survey on other markets, however, depends on how typical the listeners in those markets may be compared to those surveyed in western Washington, it was noted.

KING Revises Programming • Otto Brandt, vice president, broadcast division, King Broadcasting Co., KING licensee, said the survey results already have caused changes in KING's programming. He said further changes would be made in "strict accordance with the public's expressed preference."

The new "survey-selected" music policy will be fully implemented by the end of the month, Mr. Reilly added. He said "raucous rock 'n' roll music will be completely excluded from KING's programming. KING will use the sur-

You have to have it to win it

The good advertisement, inevitably, rings with confidence. Bored, bland words and timid half-truths are as old as man, but they have never moved man to action, nor won his confidence.

This rule is not suspended for the words in an advertisement, no matter how many committees rewrite or approve them.

To win a customer's confidence an advertisement has to have confidence—not the false kind of confidence that a cynic described as "being wrong at the top of your voice," but the kind of confidence that comes from knowing what you're talking about, believing in what you're talking about, and saying it so people know how you feel.

This is the kind of confidence we try to put into advertising.

We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company • Motorola Inc. • Philip Morris Inc. • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company • Star-Kist Foods, Inc. • Sugar Information, Inc. • Swift & Company • Tea Council of the U. S. A., Inc.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

RADIO KING-IBM MUSIC SURVEY CARD

SURVEY NUMBER ☐
(As Announced When You Listen)

Your Name

Your Address

City

SEX MALE ☐ 1 FEMALE ☐ 2

AGE 12-16 ☐ 1 17-21 ☐ 2 22-40 ☐ 3 40 & OLDER ☐ 4

TUNE NUMBER	KEY WORD	RATING SECTION: STRONGLY DISLIKE	DISLIKE	NEITHER LIKE NOR DISLIKE	LIKE	STRONGLY LIKE
1		1	2	3	4	5
2		1	2	3	4	5
3		1	2	3	4	5
4		1	2	3	4	5
5		1	2	3	4	5
6		1	2	3	4	5
7		1	2	3	4	5
8		1	2	3	4	5
9		1	2	3	4	5
10		1	2	3	4	5

YOUR EASY TO FOLLOW INSTRUCTIONS

On How to Vote in the Radio KING-IBM Music Survey

1. Listen to ONE music survey presentation on Radio KING—1090 on your dial—between now and August 21. You need listen only once. Survey presentations can be heard, Monday through Friday, at: 7:45 a.m., 9:45 a.m., 12:45 p.m., 4:45 p.m., and 7:45 p.m.

2. As the survey presentation begins the announcer will give you the survey number. Please write this number in the upper left-hand corner of your card.

3. 10 tunes will be played for you to rate. Before every tune, you will be given a key word. Please write the key word opposite the tune number that the announcer gives you. The tunes will not be played in numerical order from 1 to 10.

4. As you listen to the tune, circle the number you think best represents your own feelings about that music. If you follow the guide words at the top of the Rating Section of the card it will be easy for you to rate each tune accurately.

5. Please fill out the card completely and then drop it in the mail. Thank you for helping us determine just what kind of popular music you want to hear.

Listeners are 'king' at KING • Here's the intelligence side of the mail questionnaire that KING sent to the closely-controlled random sample of 100,000 western Washington residents in August. A heavy promotion campaign on the air and in other media paved the way for the history-making music survey cards. A typical big newpaper ad asked, "Are we playing your song? You tell us, we're listening."

The ad continued: "Ever since the early days of radio, the music you've been hearing has been selected by disc jockeys, station managers, record promotion men, program directors and other 'experts'. Radio KING has always been 'the station that listens to people.' We want YOU to tell us what music you really want to hear. So we are launching the most extensive survey of music preference ever conducted anywhere. . . . You'll be helping us to make sure that Radio KING is 'playing your song'."

vey results as a guide to music selection 24 hours a day in order to insure maximum listener satisfaction."

Mr. Reilly noted the survey drew 100% more response than the original goal which Dr. Dodd had set. Dr. Dodd felt the survey "should be the most accurate study that's ever been made of what the public wants in these categories of popular music."

Among survey findings highlighted by KING were these:

• The only significant differences in music preferences were found to be according to age group and these differences "were very noticeable." There were no significant differences for either time of day or sex.

• For the entire group, Category I (raucous rock 'n' roll) prompted the most unfavorable reaction, 33% expressing strong dislike for this group. There were 6,036 expressions of strong dislike for raucous rock 'n' roll compared to a total of 5,621 expressions of strong dislike for all other categories combined. Of all those polled, 54% registered either dislike (21%) or strong dislike (33%) for Category I. But a total 32% said they like (17%) or strongly like (15%) raucous rock 'n' roll.

• All age groups considered, Category V music (gold records) was the most popular, Category III (familiar standards) was the second most popular and Category II (current hits without raucous rock 'n' roll) was third most popular.

Three-fourths said they either like (39%) or strongly like (36%) golden records. 65% said they either like (39%) or strongly like (26%) familiar standards. 58% said they either like (33%) or strongly like (25%) current hits without raucous rock 'n' roll.

• In the age group 12-16, 74% said they like (25%) or strongly like (49%) current hits with raucous rock 'n' roll whereas only 7% expressed strong dislike. But in age group 17-21 opinion becomes quite divided — 45% either like (21%) or strongly like (24%) while 41% either dislike (18%) or strongly dislike (23%) Category I music.

• In age group 22-39, non-rock 'n' roll current hits showed up strongly, 53% of the respondents voting like (34%) or strongly like (19%) for Category II.

• Among females age 22-40, 63% either dislike (22%) or strongly dislike (41%) rock 'n' roll while 16% said neither like nor dislike. 21% said they like (15%) or strongly like (6%) Category I.

• In the great over-all preference (75%) for golden records (Category V), age group 12-16 found 58% voting like (34%) or strongly like (36%); age group 17-21, 74% said either like (35%) or strongly like (39%); age group 22-39 81% said either like (39%) or strongly like (42%); age 40-and-over group, 75% said either like (43%) or strongly like (32%).

• Highest rating for any single expression of preference was a 62% vote of "strong like" for Category II (current hits, non-rock 'n' roll) among females age 12-16 at 7:45 p.m.

• Category II rated first with 12-16 year olds, rating 83% (31% like, 52% strongly like); Category I rated 74%.

• Category IV (unfamiliar tunes and familiar tunes with unusual arrangements) failed to make a strong showing among any age group. Of all votes, 31% voted neither like nor dislike, only 6% strong like and 15% strongly dislike.

Heart of the survey was the special mail questionnaire (see copy above) and the 70 seven-minute controlled-sample music programs. Dr. Dodd was involved in the survey from its early discussion phases and personally supervised all facets of questionnaire design, sampling techniques, card design, coding, tabulation and interpretation. The Seattle IBM office, under the supervision of Branch Manager Robert Benner, processed and tabulated the returned survey cards.

The 100,000 questionnaire cards (yellow) were mailed to a random sampie of households (picked from telephone books and individually addressed) within the cities over 2,500 population in the primary coverage area of KING, including parts of 15 counties in western Washington. A sub-sample of 5,000 cards (green) was mailed separately to discover how, if any, the non-respondent's musical preferences varied from those of the main survey. White cards also were provided all persons wishing to participate who did not receive the official questionnaire, but

strong links pull more sales
in Texas' Major Market
Now... the strong sales potential of
America's 15th largest market...
HOUSTON
...linked to the strong,
cost-efficient... facilities of...
KTHT
790 kc. • 5000 watts
are sold nationally by...
AVERY-KNODEL
INCORPORATED
exclusive national sales representative
NEW YORK
ATLANTA
DALLAS
DETROIT
SAN FRANCISCO
LOS ANGELES
CHICAGO
SEATTLE

Another thriller-diller from WJRT—

"All fours, Ponsonby?"
"Stop hounding me, Chief. I'm making like WJRT—the single-station way to pounce on Flint, Lansing, Saginaw and Bay City."

Time-buyers' best friend: WJRT, the easiest way known to round up Flint, Lansing, Saginaw and Bay City. And the most efficient way, for this single-station buy reaches all four mid-Michigan metropolitan areas with a grade "A" or better signal. No more hit and miss propositions! WJRT puts you on location with penetration from within. If your market includes Flint, Lansing, Saginaw and Bay City, WJRT's single-station approach is your corner. Try it on for size. See how success becomes you in mid-Michigan.

WJRT

CHANNEL 12 FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

the white cards were not included in the tabulation.

Publicity Barrage • One week prior to the questionnaire mailing (done in two staggered dumps) a heavy publicity and advertising campaign was conducted on the air and in other media to pre-condition the respondents, "insuring a maximum amount of awareness of the mailing piece and its meaning, and a maximum of response."

After listening to the sample-tune broadcast, the respondent marked degees of like or dislike, inserted the survey number announced, plus key code word given for each tune, and mailed the card to KING.

A special music panel comprised of KING Program Director Bill Clark, the music supervisor and a staff announcer, coded the variety of popular music used in the samples and decided in which of the five categories the tunes should be placed. Decision was by secret ballot and unless tunes were unanimously selected they were not used in the survey.

Master Top 40 List • Sample tunes for Categories I and II (current hits with and without raucous rock 'n roll) were selected from a master Top 40 list. This master list was compiled from the music popularity charts published by *Billboard, Cash Box* and *Variety* and KING's own weekly record sales survey of 37 retail record stores in its coverage area. *Cash Box, Variety* and *Billboard*-listed tunes were weighted 40 points for first place, 39 points for second etc. KING's retail record store survey, "because it is the best available indication of local record popularity," was weighted 80 points for first place, 78 points for second, etc.

For Categories III and IV (familiar standards and unfamiliar tunes), the music supervisor selected two tunes from each of 100 albums of popular music picked from the KING library. The panel voted on this list, again with unanimity required. The music supervisor also picked 40 Golden records, from which the panel chose 20.

The sample-tune programs were aired five times daily seven days a week for two weeks starting Aug. 10. Survey times were 7:45 a.m., 9:45 a.m., 12:45 p.m., 4:45 p.m. and 7:45 p.m. Each survey presentation was made by means of pre-recorded tape to insure minimal variations in presentation technique. All opened with a distinctive sound telling the listener another survey was about to take place. The same announcer explained briefly the rules. Then portions of 10 unidentified tunes were played and respondents were asked to rate them. Sequence was constantly varied to assure survey control.

COLOR

. . . makes homemakers reach faster!

Today's housewife responds most favorably when color television enters the picture. No other medium warms as many senses as well as Color TV . . . with **sight, sound, demonstration and color!**

Color TV, presenting your product in all its natural beauty with a warm invitation to buy from the family living room, creates the all important point-of-purchase recall in the supermarket. Let Color TV's "extra senses" make sales sense for your product.

New packages and products are being color-tested daily in WBAP-TV's color studios, where complete color facilities, including the new RCA Television Color Tape Recorder, are at your disposal.

FIRST IN TEXAS . . . FIRST IN PROGRAMS . . . FIRST IN COLOR!

Watch Perry Como in gorgeous color for Kraft Fine Foods every Wednesday night over NBC-TV.

WBAP-TV Channel 5

NBC

FORT WORTH 3900 BARNETT ST.
DALLAS 1900 NORTH AKARD

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

FIFTY MILLION FRENCHMEN CAN'T BE WRONG TEXAS GUINAN

Texas Guinan's happy shout of "Hello, Sucker" to every customer who entered her restaurant—whether they were senators, gangsters, or "Big Butter and Egg Men" from Iowa—endeared her to a generation. She made everyone feel at home in the Era of Wonderful Nonsense—and she made them feel at home as her customers. The heart of Texas Guinan's salesmanship was in real entertainment and warm hospitality—the keynote of Balaban programming in every market. WIL specializes in creating the happy mood to buy in the big St. Louis market through the power of dominant personalities and positive salesmanship. WIL is a powerful voice to sell your products and services in St. Louis, because WIL is, above all, a salesman. WIL is —first in Hooper, Nielsen and Pulse

WIL ST. LOUIS

WIL St. Louis
KBOX Dallas
WRIT Milwaukee

THE BALABAN STATIONS
in tempo with the time
John F. Box, Jr., Managing Director
Sold Nationally by Robert E. Eastman

WHERE BIGGEST TV SPOT USERS BUY

New monitoring tracks flow of spot business into 24 major markets

The markets, stations and station representatives that get the cream of the business from the nation's leading spot television advertisers are revealed and ranked today (Oct. 12) in a special analysis by Broadcast Advertisers Reports.

The study covers the spending habits of the 25 national, multi-brand advertisers who, according to BAR's market-by-market monitoring reports, were running the heaviest volume of tv spot business during the monitored weeks. It examines the activities of these 25 advertisers in 24 principal three-or-more-station markets, which together have a total of 90 television stations. Highlight findings include:

• The 25 advertisers were buying at a rate of 13,137 tv spots a week, in support of 327 different brands.

• Los Angeles nosed out New York as the market where they placed the most spots. San Francisco was third.

• The average station in the 24 markets carried 146 spots from top-25 advertisers. KYW-TV Cleveland led the list with 270.

• Among network affiliated and owned stations, NBC-TV outlets fared slightly better, in volume of spots carried, than affiliates of the other networks.

• In all of their markets, CBS-owned stations led all other network owned or affiliated stations.

• Independents frequently did better than affiliates or network-owned stations.

• The average rep, among those having stations in three or more of the markets, placed 151 spots per client-station. (For reports on the records of individual representatives see below.)

• Virtually all of the 25 advertisers bought in most of the 24 markets. Procter & Gamble bought on 89 of the 90 stations available and Colgate-Palmolive bought on 88.

• Only one station got no business from any of the 25 advertisers. It was WXIX (TV) Milwaukee whose problems as a uhf station in a vhf market were compounded by transfer of ownership and recent return from darkness at the time of monitoring.

The findings are summarized in the current BAR-ometer, monthly promotion piece of the monitoring firm, and are based on a pilot study for what, starting late this month, will be another addition to the BAR reports. To be called "National Placement Index," the new report will be issued quarterly and will analyze business placed by the 25 top spot spenders (who in 1958 accounted for more than two-thirds of the national spot dollar). "NPA" is slated for publication within a few weeks after the end of each quarter. The price has not been set but officials said it will be "nominal."

The information is based on one week of monitoring in each of the 24 markets. Officials acknowledge that since schedules may start or stop outside the monitored week in any given city, the results are not projectible to exact totals covering the full quarter. Nor is the number of spots translatable into dollar figures, because of varying price structures. On the other hand, BAR points out, measurements are being made in one or more key markets throughout each quarter, so that "a representative overall picture" is obtained. Within each market, the results for any one station are directly comparable with those for its competitors.

Procter & Gamble, always a leader in tv usage, ranked No. 1 by long odds in BAR's pre-publication analysis (covering the monitored weeks of the second quarter of this year). Here are the top 10 in terms of spots used in each monitored week:

P&G	2,346
GENERAL FOODS	1,124
LEVER BROS	1,100
COLGATE-PALMOLIVE	1,064
CONTINENTAL BAKING	664
KELLOGG	635
AMERICAN HOME PRODUCTS	614
WARNER-LAMBERT	518
MILES LABS	507
GENERAL MILLS	458

Others in the top 25, in rank order, were Brown & Williamson Tobacco, Carter Products, B. T. Babbitt, Philip Morris, Bristol-Myers, Food Mfrs., Reynolds Tobacco, Corn Products, Standard Brands, P. Lorillard, Sterling Drug, National Biscuit, Avon Pro-

SPOT PREVIEW

Sweet spot • In its first use of tv advertising, Page & Shaw, Inc., Cambridge, Mass., yesterday (Oct. 11) launched a nine-week spot campaign in Cincinnati, Dayton, Cleveland, Toledo, Columbus and Detroit. Cartoons pop on and off to the tempo of music, animating the theme, "girls go for the man who gives Page & Shaw chocolates, the candy that says you care the most." Ten-second "visual-squeeze" commercials were produced by Transfilm-Wylde Animation, New York. Left to right above is the visual part of a commercial.

"Come out from behind that beard, Paul . . . EVERYONE in Western Massachusetts knows you!

PAUL MONSON

Traveler — Lecturer
"Dean of the Morning Men"

#1 Radio personality in the area
Featured on

WSPR

#1 Radio Station with studios in Metropolitan Springfield area. consistently verified by ratings

GET ALL THE FACTS
Call Hollingbery or Kettell-Carter for rates and availabilities

WSpR
1000 Watts 1270 KC
SPRINGFIELD, MASSACHUSETTS

ducts, American Tobacco and Andrew Jergens Co.

These 25 advertisers bought 547 spots per week in the average market in the list. If Los Angeles and New York were excluded from this arithmetic—on grounds that each of these cities got almost twice as many spots as the closest runner-up—the average market carried 473 spots. Thus the following market-by-market breakdown shows that five markets ranked above the overall average while nine did better than the average for all but the two biggest markets.

1.	LOS ANGELES	1,400
2.	NEW YORK	1,323
3.	SAN FRANCISCO	755
4.	CHICAGO	646
5.	WASHINGTON	631
6.	CLEVELAND	539
6.	SEATTLE	539
8.	PHILADELPHIA	514
9.	BALTIMORE	507
10.	BOSTON	506
11.	DETROIT	488
12.	CINCINNATI	469
13.	ST. LOUIS	459
14.	DALLAS-FT. WORTH	454
15.	BUFFALO	426
16.	COLUMBUS	424
17.	INDIANAPOLIS	423
18.	KANSAS CITY	406
19.	MINNEAPOLIS	398
20.	ATLANTA	385
21.	MILWAUKEE	379
22.	PORTLAND, ORE.	366
23.	PITTSBURGH	351
24.	HOUSTON	349

BAR officials noted that these rankings generally follow the expected pattern—the larger markets get more business—but with a few exceptions: Some four-station markets, such as Washington, San Francisco and Seattle, drew a greater volume than Philadelphia or Boston which, although larger markets, have only three stations.

Of the 90 stations in the 24 markets surveyed, 18 carried 200 or more spots from the top 25 advertisers. And 43 stations did better than the 146-spot average for all stations. The top 18 and their respective week's volume:

1.	KYW-TV CLEVELAND (NBC affiliate)	270
2.	KTLA (TV) LOS ANGELES (independent)	268
3.	KTTV (TV) LOS ANGELES (independent)	262
4.	WBZ-TV BOSTON (NBC affiliate)	256
5.	WGN-TV CHICAGO (independent)	255
6.	WPIX (TV) NEW YORK (independent)	247
6.	KNXT-TV LOS ANGELES (CBS owned)	247
8.	WCBS-TV NEW YORK (CBS owned)	241
9.	WNEW-TV NEW YORK (independent)	240
10.	WOR-TV NEW YORK (independent)	225
11.	KRCA (TV) LOS ANGELES (NBC owned)	221
12.	KRON-TV SAN FRANCISCO (NBC affiliate)	217
13.	WTOP-TV WASHINGTON (CBS affiliate)	211
14.	WLWT (TV) CINCINNATI (NBC affiliate)	208
15.	KDKA-TV PITTSBURGH (CBS affiliate)	207
16.	WSB-TV ATLANTA (NBC affiliate)	206
17.	KPIX (TV) SAN FRANCISCO (CBS affiliate)	203
18.	WJZ-TV BALTIMORE (ABC affiliate)	200

The high scores of independents in many cases would be attributable, in part, to their having more time available for local sale than do network affiliates. Even so, some of them ran up totals which seemed strong to observers.

One such was WGN-TV Chicago, which carried almost 40% of all the spots scheduled on Chicago stations and ran 30% ahead of its nearest competitor (WBBM-TV). In Dallas-Ft. Worth KFJZ-TV outscored all but the ABC-TV affiliate (WFAA-TV); in Detroit CKLW-TV was ahead of the ABC owned outlet (WXYZ-TV); in Los Angeles two independents, KTLA and KTTV, carried more than any network station, and a third, KHJ-TV, was ahead of ABC's station (KABC-TV).

In New York, WPIX out-scored all network outlets, WNEW-TV was only one spot short of tying the network leader (WCBS-TV) and WOR-TV was substantially ahead of WABC-TV and WRCA-TV.

Breakdown by Affiliates • The division of business among network affiliates as a whole gave NBC outlets a slight advantage over CBS stations, with ABC outlets following. NBC stations carried 3,832 spots, or 36.4% of all carried by affiliated stations; CBS outlets had 3,704 or 35.2%, and ABC 2,987 or 28.4%.

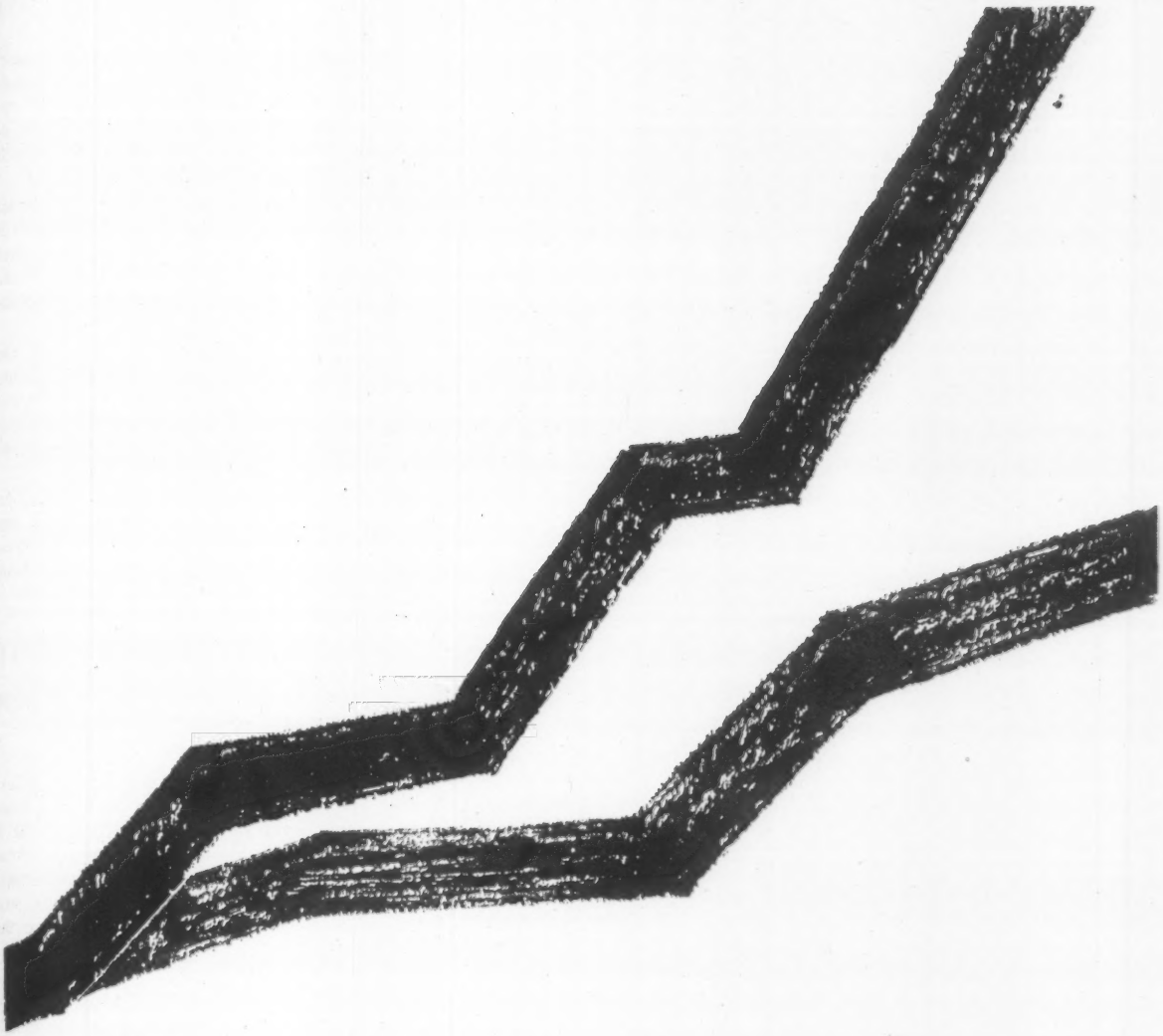
Peters, Griffin, Woodward took No. 1 place among reps by placing an average of 177 spots for each of 10 stations in the 24 markets. Authorities noted, however, that in this period PGW was still representing the Westinghouse stations (except WJZ-TV Baltimore), which have since set up their own national sales arm.

Second highest average was scored by CBS-TV Spot Sales (average of 172 spots for each of seven stations), followed by Edward Petry & Co. (159 average for nine) and NBC-TV Spot Sales (153 average for six). All these ranked above the average (151 spots per schedule) for all reps involved.

The others, some of them close to the overall average, were H-R Harrington, Righter & Parsons, Blair-Tv, Katz, and Crosley. These and the four leaders accounted for 11,039 of the 13,137 spots placed. Reps having fewer than three stations in the 24 markets were not counted.

Fourteen of the 25 advertisers bought into all 24 markets. Of the rest, American Tobacco, Avon Products, Bristol-Myers, Continental Baking, Corn Products, General Mills and Reynolds Tobacco bought into all but one (the omitted market varied by advertiser); Lorillard bought all but two Babbitt all but four, Sterling all but five, and Standard Brands bought fewest of all, omitting 10.

In its computations, BAR did not distinguish between lengths of spot announcements. Fully sponsored periods were converted to spot units on the basis of five to a half-hour, four to a quarter-hour, three per 10 minutes and two per five minutes. Co-op accounts were not included in the totals.



THE DIFFERENCE BETWEEN GOOD & GREAT IN TWIN CITY TELEVISION IS...

4

• *Every Nielsen report ever issued for the Minneapolis-St. Paul Television Area credits WCCO Television with the majority of sets in use, sign on to sign off, every day of every week. In an area served by four good aggressive TV stations, the difference between good and great shows up plainly in Channel 4's continuous control of the great bulk of the viewing audience.*

NATIONWIDE'S RADIO PLANS

Insurance company buys CBS documentary, cites low exposure cost of network radio

Nationwide Insurance Cos., Columbus, Ohio, has written its second year's sponsorship policy for a documentary series on network radio (CBS Radio).

Now signed and ready for delivery is Nationwide's *The Hidden Revolution*, a program that examines such subjects as "Our Restless Population" (first show that goes on early next month), "status" consciousness, economic competition and other topical probings of social issues.

The insurance company, through its agency, Ben Sackheim, New York, is expanding the series this season to eight monthly programs, the first 55-minute long, the rest half-hours. (CLOSED CIRCUIT, Aug. 31). Last year, Nationwide backed six half-hour programs.

The Nationwide sponsorship is the strange ear of corn in the insurance field where several large companies are associating themselves with high-budgeted, prestige network tv programs.

Radio Courting • In face of this trend to tv by the insurance giants, why is Nationwide in network radio? According to Hal Graves, account executive, who with Bill Pitts, radio-tv vice president, constitute the Ben Sackheim team on the program, "It's the medium that afforded an excellent exposure at a low cost."

Cost of the series is less than $100,000 for time and talent. Nationwide does not use television, though it plans a heavy spot campaign next year. This does not hold for its agents. Nationwide has nearly 5,000 agents in the eastern and midwest portion of the U.S. covered by the company. They split the cost of local tv advertising with the company.

"Talent" includes Edward R. Murrow and Howard K. Smith, two top-draw CBS News "names" who handle the narration. Extensive use is made of tape. Already CBS Public Affairs, the producer, has sent its teams traveling some 25,000 miles in search of material.

The program series also fits into the Nationwide "scheme." An insurance company that likes to feel it "fills the people's needs" with its underwritings, Nationwide has a public service consciousness that appears in its operation of broadcast stations and in such diverse activities as CARE and the United Nations global conferences on atomic power. (The company sent "representatives" both to the U.N. and to Geneva.)

Nationwide's stations via its Peoples Broadcasting subsidiary include WRFD Worthington and WGAR - AM - FM Cleveland in Ohio; WMMN Fairmont, W.Va.; WTTM Trenton; WNAX Yankton, S.D., and KVTV (TV) Sioux City.

While global in philosophical scope, the company domestically has promulgated the "fill the people's needs" approach in insurance (has multiple insurance lines) and in other fields through investments or subsidiaries.

Program Background • The series first got off the ground in the 1958-59 season when the Sackheim executives contacted CBS. Wanted was a radio vehicle that could combine entertainment values with public service.

With Ed Murrow as narrator, the series last year studied social issues of the day, delved into such diverse elements of society as education, segregation, minority religious groups, the atom bomb and preparedness.

For its efforts *The Hidden Revolution* won Peabody plaudits and was chosen as the "best new radio program in 1958" by the National Assn. for Better Radio & TV.

MAPPING AD DETAILS

Bill Pitts, (l.), Hal Graves review Nationwide's plans

UNTIE TIGHT SPOT

30 sec. weather show sold to Phillips Oil

A national spot tv advertiser is experimenting with a way of prying loose the "spot squeeze" in television. If it should extend its buying method from a lone tv station in Miami to other stations, or be imitated by other national advertisers, a "trend" could be on the way.

Phillips Petroleum Co., the advertiser, (Phillips 66 gasoline and motor oil), Bartlesville, Okla., wrapped up details of a 30-second spot program purchase on WTVJ (TV) Miami at a meeting last week in New York.

Acting for Phillips was Lambert & Feasley Inc., a New York agency. The 52-week blueprint was given final touches in consort with the station and its representative, Peters, Griffin, Woodward, after a 2½ month study.

Tv Budgeted • Phillips is not a novice spot advertiser. The company runs campaigns of three or more spots a week in 65 tv markets, participating in news and weather programs in some 95 percent of these markets. Where this programming is unavailable (in the 5%), Phillips buys into syndicated shows. The advertising budget calls for some 45% in the broadcast media, nearly all in spot tv.

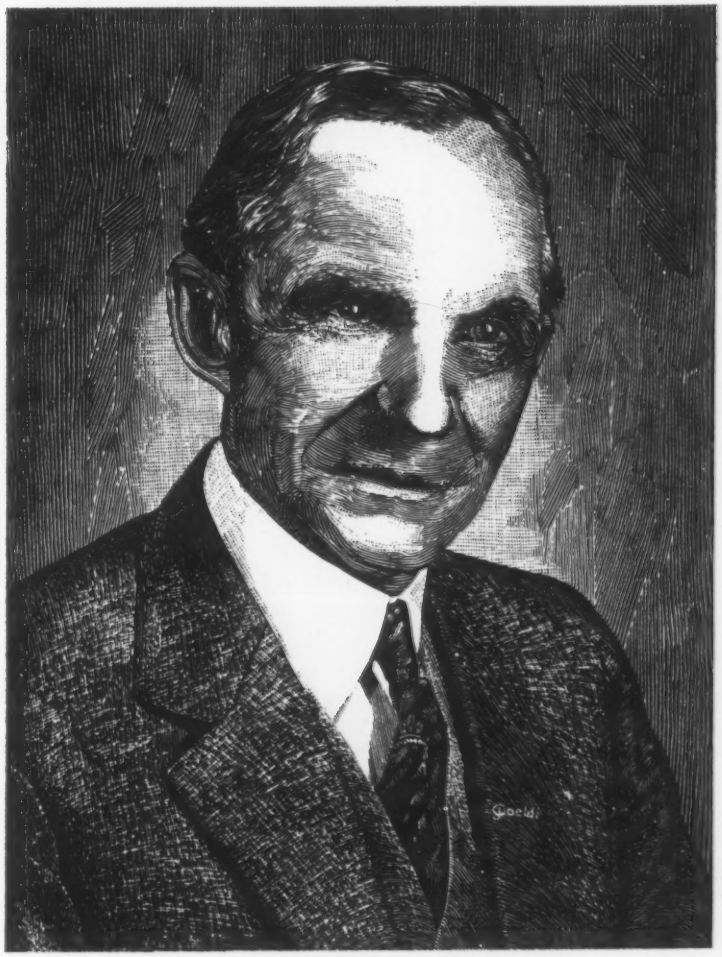
Phillips gets a full 30 seconds in its spot program to report the weather and make its commercial pitch on the station each weeknight at 9, which as prime-time falls between network (CBS-TV) programs.

The so-called "spot squeeze" was

Lasting Impressions

"There are always two kinds of people in the world—those who pioneer and those who plod."

Henry Ford (1863-1947). American automotive giant whose production genius made a tremendous contribution to the industrial and economic growth of the nation.



Trail-blazing is standard procedure at WWJ. Today, with 39 great broadcasting years behind it, Detroit's pioneer station is up front as usual, with the kind of music, news, sports, and special feature programming adult listeners like best. For your fall and winter planning, ask your PGW Colonel for the complete 1959-60 WWJ story. It makes good listening—and good buying for lasting impressions.

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

Happy time-buyers • More than 100 buyers attended a party given by KWK, St. Louis, and WEMP Milwaukee, in New York but the lucky winners of transistor radios (selected in a drawing) were the smiling sextet. (l. to r.): Sandy Beer, Dancer-Fitzgerald-Sample; Anita Wasserman, Lawrence C. Gumbinner Adv.; Sam Landers, BBDO; Georgia Voonasis, BBDO; Ray Stone, Maxon Inc. and Gene Petrik, Kenyon & Eckhardt.

partly created and hastened by agencies themselves. Convinced that you can say more in a minute commercial than in shorter, 10 or 20-second spots, agencies had sold clients on the longer length message. Since minutes are not easily accommodated between network shows, stations have had alternatives: (1) schedule minutes other than in the prime nighttime hours when network shows are on the air, or (2) "triple" spot or otherwise "steal" time from network show credits or "promos".

The direct result of the favored minute-length announcement, however, was to open availabilities for 20 seconds and 10 seconds (IDS) while making it more difficult than ever for advertisers to find open spots for one-minute commercials.

What It Expects • This is what Phillips hopes to achieve as related last week by William Hinman, Lambert & Feasley's media director, and other principals concerned with the WTVJ schedule:

• **Public Service**—Because the spots will provide weather data Phillips retains association with its public service concept. The advertiser feels that viewers will learn that the weather reports available at 9 P.M. on a tv station—which usually is one of the last time periods expected for a tv weather report.

• Frequency—the 30-second, every weeknight, 52-week aspect of the purchase permits the advertiser to get maximum "frequency" of message.

• Exclusivity—the whole 30 seconds is filled by only one advertiser, Phillips, which does not have to vie for attention with another advertiser (regardless of how unrelated the products may be).

• Franchise—this comes by virtue of the full-year contract.

• Audience—its positioning in prime-time assures the advertiser of a high audience factor.

• Identity—this places the Phillips image alongside weather and service in the viewer's mind. Aside from intangible goodwill, such an association should establish the company's identity with public service.

Called "Weather Eye" the program features a "Weather Eye" logo along with a Phillips slug, followed by a slide depicting the type of weather in cartoon form. WTVJ [TV] has more than 400 different slides for all kinds of weather situations). A 20-second filmed commercial plus the "Weather Eye" slide and call letter slug, round out the show's format.

It May . . . If • According to Mr. Hinman, Phillips has no plans to extend the 30-second spot buy to other stations. But the advertiser (as well as the station) feels that if the idea catches on—and if the company finds it successful in Miami—other stations will promote this type of spot, which is presently uncommon to television patterns.

According to Ken Bagwell, National Sales Manager, WTVJ (TV) "It's a compromise for the single advertiser who has become accustomed to the long copy platform, who finds a lack of station time for the minute commercial and yet feels the 20-second commercial to be too short."

Mr. Bagwell also reported that American Home Products for "Black Flag" (through J. Walter Thompson) has begun buying some 30-second spots along with its schedule of 20-seconds on the station. But Phillips' contract is across the board.

Tv replacing papers as gasoline ad medium

Television will replace newspapers as the leading medium of gasoline advertisers in 1959, Norman E. Cash, president of the Television Bureau of Advertising, asserted today (Oct. 12) in a speech prepared for delivery before the American Petroleum Institute in Colorado Springs, Colo.

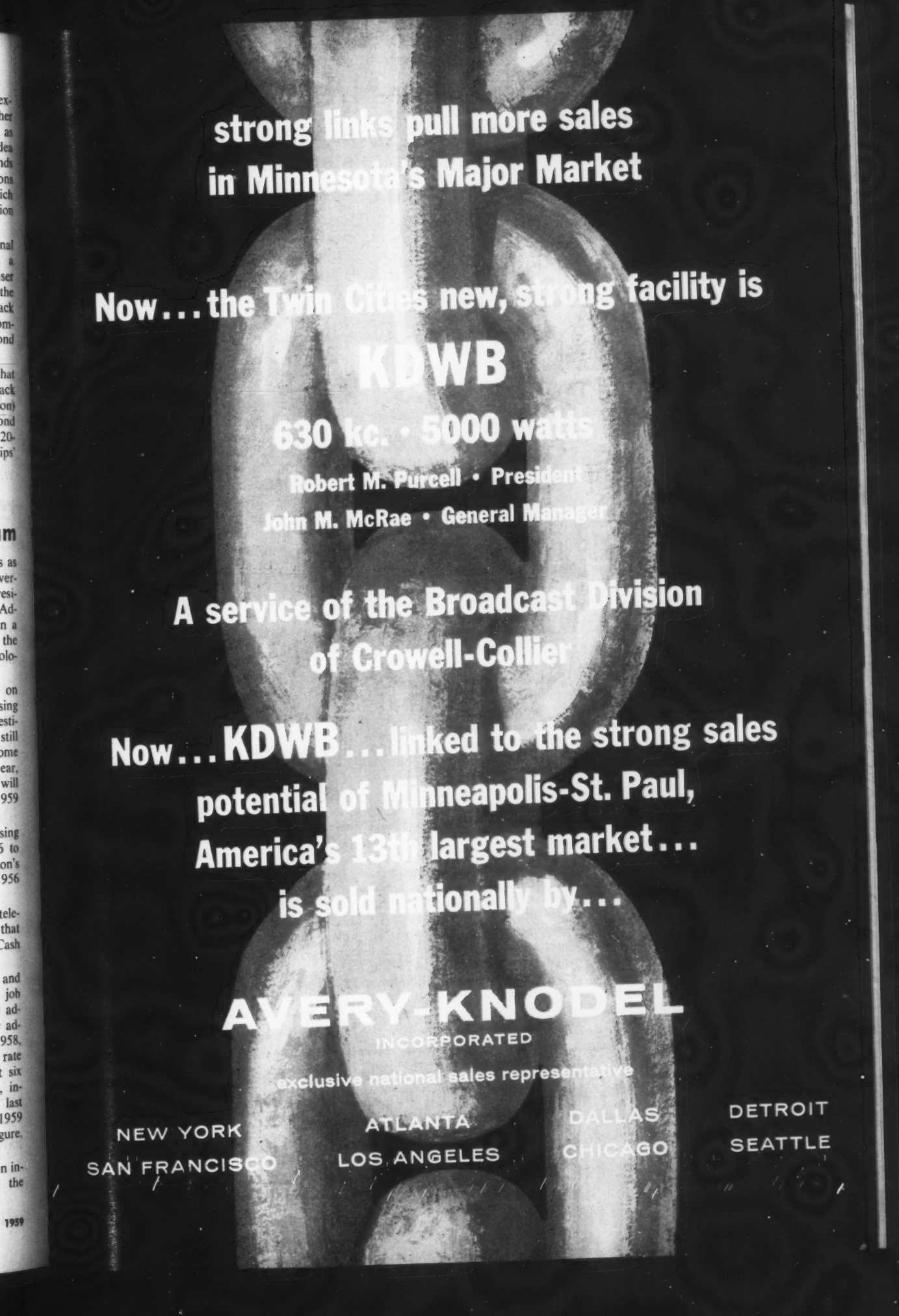
Mr. Cash based his contention on current projections of advertising trends. He reported that present estimates indicate that newspapers are still losing gasoline advertising, with some $28.6 million anticipated for the year, while television is up 10% and will garner about $30.5 million in 1959 from this industry.

He noted that gasoline advertising declined from $32,257,000 in 1956 to $28,613,000 in 1958, while television's share rose from $20,228,000 in 1956 to $27,611,000 in 1958.

"You are using more and more television for the very simple reason that television sells gasoline," Mr. Cash said.

He cited the cases of Chevron and Sunoco as typical of the effective job that tv has performed for gasoline advertisers. Television was the major advertising medium for Chevron in 1958, Mr. Cash observed and the growth rate of the company's sales in the last six months of 1958. Sunoco, he said, invested about $1.8 million in tv last year and in the first six months of 1959 alone has almost matched this figure. He added:

"Sunoco's gasoline sales have been increasing about twice as fast as the rate for the industry as a whole."


strong links pull more sales
in Minnesota's Major Market
Now... the Twin Cities new, strong facility is
KDWB
630 kc. • 5000 watts
Robert M. Purcell • President
John M. McRae • General Manager
A service of the Broadcast Division
of Crowell-Collier
Now... KDWB... linked to the strong sales
potential of Minneapolis-St. Paul,
America's 13th largest market...
is sold nationally by...
AVERY-KNODEL
INCORPORATED
exclusive national sales representative
NEW YORK
SAN FRANCISCO
ATLANTA
LOS ANGELES
DALLAS
CHICAGO
DETROIT
SEATTLE

Pulse Beat

August 20 release to 1,400 subscribers: Pulse adds 21 new TV markets for Telepulse total of 183; radio markets increased by 22 for total of 239. No other lists so long!

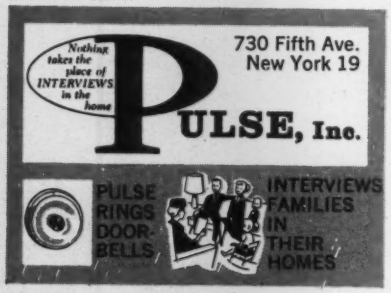
Arthur Godfrey, Guest of Honor and "Man of Year" for Pulse's 18th Birthday, celebrated October 21 in the usual way, Grand Ballroom, Plaza. "Just fun for friends," says Syd Roslow. Meaning, no tiresome speeches, no sales-pitch, no follow-up: Cocktails from noon, lunch over by 2:00.

100% full sample! Sole service, yes the one-and-only meeting that ideal. Pulse's closest competitor in TV lags with average 60% return from diaries. Reason for Pulse superiority? "No mail, no phone, no phonies."

Miami Advertising Club, September 9, hosted presentation by "the only Ph.D. in Psychology directing ratings research" (thanks for the plug!) of the *astounding variations in audience characteristics and commercial impact as proved in sales.* U. S. Pulse TV monthly analyzes each network TV program – minimum 5,000 per night show, 20,000 per strip – from 100,000 different families interviewed. Issued to date such vital info as programs by cigarette smoking; weekly spending for food, groceries; usage and $-buys of cosmetics, toiletries, drugs; women and girls using shampoo, permanent, hair spray; beer served in homes; filter cigarettes versus regulars, etc. New topic every month–with amplified demographic data.

"Station image" and "audience image" studies, long before their current fashions-in-semantics popularity, have been a special Pulse field of study. Sponsored mainly by stations. Your rep can tell you more.

"Do TV watchers buy as they look?" Pulse monthly rates the most popular commercials and their paired relation to actual presence of product in home. What *one* TV commercial outdistanced all others last month in New York? Pulse knows, do you? Invaluable info for the agency creative staff.


Nothing takes the place of INTERVIEWS in the home
730 Fifth Ave.
New York 19
PULSE, Inc.
PULSE RINGS DOOR-BELLS
INTERVIEWS FAMILIES IN THEIR HOMES

RADIO—'1/5 OF HER LIFE'

Research firm finds housewife spends 23 hours a week listening to radio programs

Meet the typical "radio-active housewife."

The U.S. homemaker, sought by advertisers and besieged by market researchers, now has had her radio profile taken by Market Planning Corp., McCann-Erickson subsidiary market research firm. The study, made for H-R Representatives Inc., is being publicized by the station representative today (Oct. 12).

Based on the analysis, this is her radio "life": she spends a 23-hour week listening to radio, what H-R Representatives calls "the radio median of a housewife's listening time." This, the firm asserts, is 30% of her waking hours—"one-fifth of her life."

With her "favorite" stations, the U.S. homemaker spends 2 hours and 24 minutes a day. For the week, Mon.-Fri., her time with the favorite station adds up to an average 12 hours. The second favored station gets 1 hour 19 minutes a day, and the third receives 53 minutes daily. This comes to a total 4 hours 36 minutes per day.

She listens mostly in the mornings. The most popular period is 6-9 A.M. Mon.-Fri. About 60% of the busy homemakers listen to radio in the morning, while 28% listen "most" during this time.

Second Most Popular • Saturday morning (6 A.M.-noon) when 50% of housewives listen and when 22% listen most; third most popular: Mon.,-Fri., 9 A.M.-noon when 47% listen and 19% listen most; fourth popular: noon-4 P.M. when 43% of the housewives are listening and 11% listening the most.

When Best • The study points up that for housewife attention the best periods for commercial exposure in radio is a combination of prime morning time (6-9 A.M.) and the 9 A.M.-noon period. This will give an advertiser a chance to reach 83% of all listening housewives. Sticking to a spread of 6-9 A.M. plus 4-7 P.M. reaches 73%, while a schedule spread throughout the day (6 A.M.-7 P.M.) reaches 93% of listening housewives. The weekend is a plus. The figure: an addition of 20% to the "prime time" housewife audience.

The new documentation of the housewife listener is told by H-R in racy dialogue resembling a private-eye script (it begins "This is the street, Madison Ave."). It will be published in a two-color illustrated brochure and sent to several hundred radio stations and to thousands of time buyers, media directors, account executives and to agency clients. The "story" also will be incorporated into a voice-over slide presentation to be shown to agency groups in New York and elsewhere.

The radio project (third of a recent series by H-R Representatives and H-R Television on spot) was under the general supervision of James Alspaugh, vice president in charge of radio.

For the research, Market Planning Corp. polled its permanent panel of 5,000 housewives geographically distributed across the country and constituting a statistical sample since they represent all U.S. households in terms of income, age, region, city size and other characteristics.

• Business briefly

Time sales

Time for sweets • The Sweets Co. of America Inc. (Tootsie Rolls), Hoboken, N. J., has purchased final availability on CBS Radio's *Arthur Godfrey Time*, making the program sold out for 26 weeks, CBS reports. Agency for Sweets Co.: The Henry Eisen Adv. Agency, N.Y.

First venture • Boyer International Labs, Chicago, for H-A Hair Arranger (men's hair dressing), signed for first network program sponsorship after four years in spot tv. Product will be alternate week backer of NBC-TV's *Troubleshooters* (Fri. 8-8:30 p.m. EDT) start-

ARBITRON'S DAILY CHOICES

ARB

Listed below are the highest-ranking television network shows for each day of the week Sept. 30-Oct. 7 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Wed., Sept. 30	Perry Como (9 p.m.)	NBC-TV	30.2
Thur., Oct. 1	Lawless Years (10:30 p.m.)	NBC-TV	19.8
Fri., Oct. 2	Black Saddle (10:30 p.m.)	ABC-TV	20.2
Sat., Oct. 3	Gunsmoke (10 p.m.)	CBS-TV	24.8
Sun., Oct. 4	World Series (4:30 p.m.)	NBC-TV	25.7
Mon., Oct. 5	World Series (4:45 p.m.)	NBC-TV	24.7
Tues., Oct. 6	World Series (5 p.m.)	NBC-TV	28.5

Copyright 1959 American Research Bureau

"Things are *really* 'looking up' in WDAY-TV-land! First, our new 1206' tower—combined with our new 100,000-watt transmitter—has met and exceeded our expectations—*has expanded our area coverage 96% . . . increased our audience 60% . . . and swelled our retail sales volume 100%!*

"Second, every edition of SRDS points out that the Fargo Area is the Number 1 Retail-Sales-per-Household Area in the entire USA. *The national average is $3,944 . . . as compared to Fargo's whopping $5,970!*

"Third, our second-to-none Promotion Department has proved, *again*, that it still has the touch . . . winning two of the top awards in the Lone Ranger 25th Anniversary Contest and the NBC Daytime Contest last year. Our Promotion Manager Roy C. Pedersen keeps up-to-date in the promotion field by being on the Broadcasters' Promotion Association's Board of Directors. And that's the good word up to this moment!"

Yours,

Tom Barnes

Tom Barnes

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

TIME BUYERS . . . help yourself to A TRIPLE TREAT

Do You Want AUDIENCE?

*FIRST in total AUDIENCE?
HOOPER (May-June, 1959)
PULSE (May-June, 1959)
NIELSEN (May-June, 1959)

Do You Want ADULTS?

MORE ADULT LISTENERS
Mon.-Fri., 7 AM-5 PM
(No. 2 Stations has only 51% Adult Audience)

Do You Want SPENDABLE INCOME?

MORE MIDDLE & UPPER INCOME AUDIENCE
*SPECIAL PULSE
(Apr.-May, 1958)

K-NUZ is **No.1*** in TOTAL AUDIENCE

K-NUZ Audience Composition is **84% ADULT*** Men and Women

K-NUZ Audience Composition is 74% MIDDLE & UPPER INCOME*

the PACESETTER for Houston . . .

MUSIC!
NEWS!
EQUIPMENT!

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour Music and News

National Reps.:
THE KATZ AGENCY, Inc.
- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON, CALL DAVE MORRIS
JAckson 3-2581

ing Oct. 16. Agency: R. Jack Scott Inc., Chicago.

For 'Homestyle' cookies • Swanson Cookie Co. (Archway cookies), Battle Creek, Mich., buys participations on *Don McNeill's Breakfast Club* over ABC Radio, Mon.-Fri., 9-10 a.m. (EDT), effective Oct. 5. Company previously has been using tv. Agency: Grant Adv. Inc., Chicago.

Agency appointments

• Pure Pack Div., Ex-Cell-O Corp. (milk packaging machinery) Detroit, names MacManus, John & Adams Inc., Bloomfield Hills, Mich., effective Dec. 1.

• Utility Appliance Corp. has named The McCarty Co., L.A., for its line of Gaffers & Sattler appliances, using the trademarked characters made famous in the company's tv commercials. Television and radio, as well as newspapers, magazines and trade papers, will be used for fiscal 1960. Advertising budget is approximately $600,000.

• Also in advertising

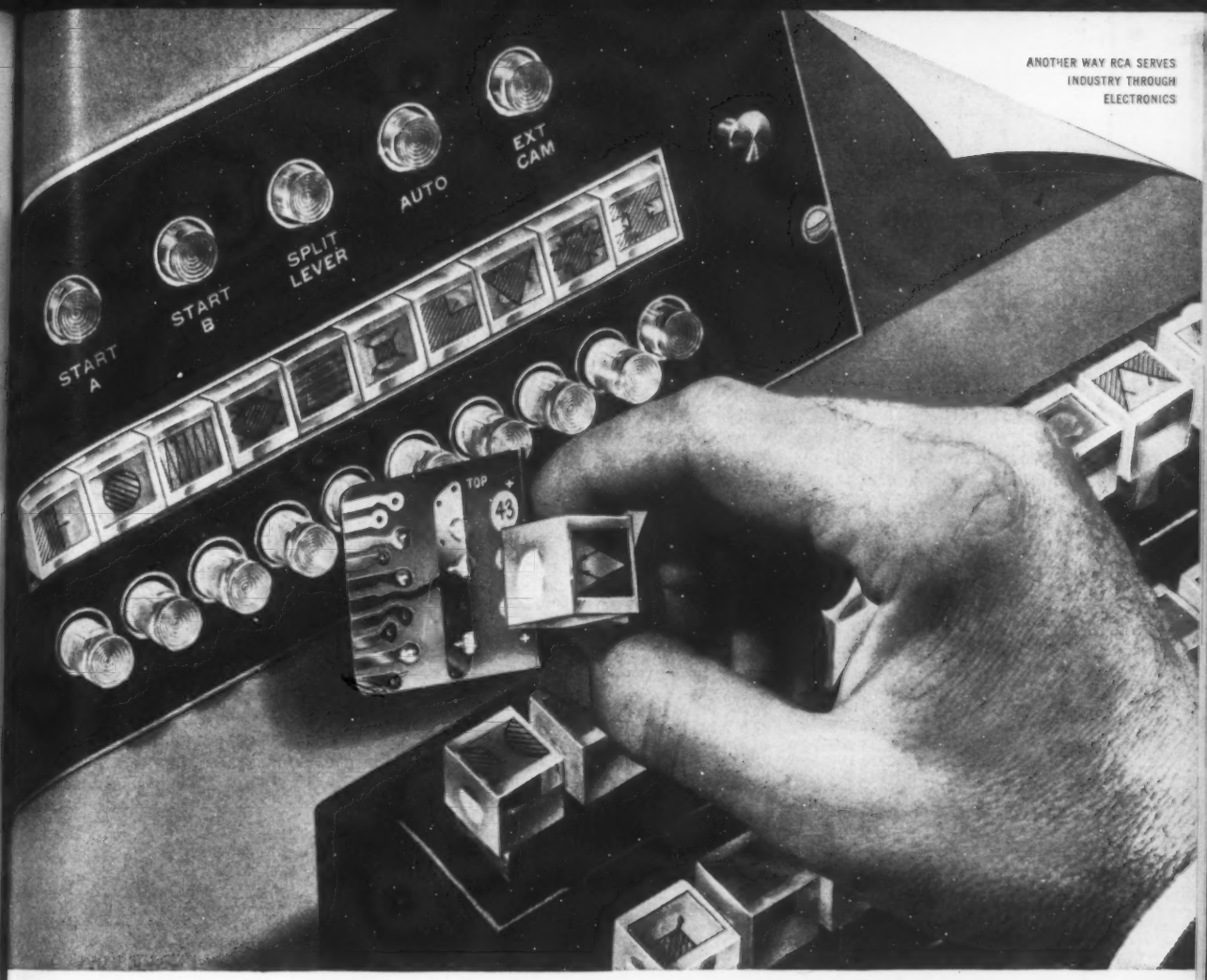
New company • John A. Fitzpatrick, president of Video Expediting & Library Service Inc., New York, has dissolved that corporation to form a new company, Video Dispatch Inc., for the servicing of film tv spots, syndication films, industrial and organizational films, video tape and electrical transcriptions. Video Dispatch is located at 619 W. 54th St., New York 19. Telephone: Judson 6-2230.

New Davenport agency • Leonard & Preston Adv., Davenport, Iowa, has been formed by Bill Leonard, owner of Leonard Adv. there, and Sam A. Preston, formerly vice president, Sperry-Boom Adv., Davenport. Address: 902 W. Kimberly Rd.

Spot Sales study

CBS Television Spot Sales is releasing to agencies and clients this week a research study titled "Cume-Finder," which is designed to show the impact of various spot television campaigns, ranging from 15 to 75 markets and using daytime or nighttime schedules on the network's affiliated stations. The study includes data on cost, coverage, unduplicated audience and frequency of exposure. It uses information provided by the A.C. Nielsen Co. and data compiled by the CBS-TV Spot Sales Research Department under Robert Schneider, research manager.

ANOTHER WAY RCA SERVES
INDUSTRY THROUGH
ELECTRONICS



Now...pick an effect from more than 150 possibilities!

Here's the ultimate in convenience for selection and presentation of program effects—the all new RCA Special Effects System. Key circuitry for each effect is contained in plug-in modules. Any ten effects may be pre-selected—simply plug ten modules into the control panel. Each module has illuminated symbol showing the effect it will produce. Slide an effect out—slide another in—it's just that easy. You get just the right effect to add that extra SELL to your programs and commercials.

SIMPLIFIED CONTROL—Push-buttons put effects selection at your fingertips. Push the buttons below the illuminated symbol and you are ready to go "on-air." Wipes and transitions are controlled by a standard fader lever for simple foolproof operation.

UNLIMITED VARIETY—The complete complement of 154 special effects includes wipes, split-screens, picture insets, block, wedge, circular and multiple frequency patterns. In addition, the system will accept a keying signal from any camera source to produce a limitless variety of effects—inset letters, drawings, trademarks; self-keyed video insets, and traveling mattes.

THE BEST EFFECTS WITH LESS EFFORT—Mix color and black-and-white. Enjoy exceptionally clean transitions . . . the most exciting effects ever conceived! And get them with the least amount of effort possible.

Ask your RCA Broadcast representative for complete information. Or write to RCA, Dept. ZC-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Ltd., Montreal

RCA Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT, CAMDEN, N. J.

TV GROSS UP $5 MILLION

Three networks report on August sales

The three tv networks grossed over $5 million more in August 1959 than they did in the same month a year ago. This is a 12.6% increase. In the January-August period, the networks grossed $37.4 million more than in the previous year for a gain of 10.2%.

The network tv gross time billings come from Television Bureau of Advertising, the compilations prepared by Leading National Advertisers-Broadcast Advertiser Reports (LNA-BAR).

In August, all three networks moved ahead of their marks for the like month last year. For the eight months, ABC-TV had leaped ahead of the same period in 1958 by grossing 18.9% more. The other two networks also were ahead of last year, CBS-TV by 7.8% and NBC-TV by 8.9%.

	August			Jan.-Aug.		
	1958	1959	% Change	1958	1959	% Change
ABC	$ 6,923,735	$ 8,205,520	+18.5	$ 65,625,091	$ 78,019,506	+18.9
CBS	19,383,736	21,238,979	+ 9.6	161,764,077	174,364,245	+ 7.8
NBC	15,202,021	17,298,527	+13.8	138,310,282	150,662,789	+ 8.9
TOTAL	$ 41,509,492	$ 46,743,026	+12.6	$365,699,450	$403,046,540	+10.2

Month by Month—1959

	ABC	CBS	NBC	TOTAL
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February	10,024,460	20,806,220	18,053,828	48,884,508
March	11,565,031	23,265,395	20,728,315	55,558,741
April*	10,309,263	22,077,285	19,739,816	52,126,364
May*	9,946,570	22,298,271	19,674,494	51,919,335
June*	8,930,114	21,171,128	17,984,845	48,086,087
July*	8,391,470	21,377,719	17,883,111	47,652,300
August	8,205,520	21,238,520	17,298,527	46,743,026

*** Figures Revised as of Sept. 29, 1959**
LNA-BAR: Gross Time Costs Only

Scouring pad used to sabotage Series

Lady luck deserted WLUC-TV (formerly WDMJ-TV) Marquette, Mich., just as the station was preparing to telecast the 1959 World Series.

A former WLUC-TV engineer, discharged for insubordination, allegedly stuck a scouring pad from his wife's kitchen into a micro-wave relay tower and kept thousands of baseball fans in Michigan's upper peninsula from seeing the first three games of the Series. The results:

- Thousands of complaints from listeners.
- Over $5,000 in lost commercial time from network programs and in engineering costs to find the trouble.

Harold W. Lindgren, 36, former WLUC-TV engineer, was charged with violation of a Michigan law against "tampering with communications." Maximum possible sentence is four years' imprisonment. He was sent to jail when he was unable to post a $5,000 bond set by Judge Caroline Nystrom.

Network programs are piped into WLUC-TV via micro-wave relay. When World Series time came, Thurs. Oct. 1, sound but no picture came from the station. The same thing happened the next day. John Borgen, station manager, called in engineers from Chicago and Milwaukee at a cost of $50 an hour. They began a check of the WLUC-TV transmitter and found everything in working order. Still, the station was receiving no network video.

Relay Tower ● Finally, someone thought of the relay tower, 30 miles away at Lathrop. Some of the equipment there was dismantled before the metal scouring pad was found. By the time all equipment had been reassembled and adjusted, the game of Sunday (Oct. 4) had been "scoured out" too.

NAEB agenda set

John L. Burns, president of RCA, will be among the key speakers at the annual convention of the National Assn. of Educational Broadcasters in Detroit Oct. 27-30.

Among topics slated for discussion at the Sheraton-Cadillac Hotel are tv-radio research, music programming, engineering developments, low-power fm, closed circuit tv, stereo recording, broadcast curricula and publicity and public relations.

Other speakers included Walter Reuther, vice president, AFL-CIO; Gilbert Seldes, director, Annenberg School of Communications, and Charles Siepmann, New York U.

Color first

Dropping the normal RCA-CBS competitive attitude, RCA Distributing Corp. of Los Angeles is sponsoring two participations a week in *Saturday Color Theatre* on CBS-owned KNXT (TV) Los Angeles. Series, which started Oct. 10 as weekly 3:30-5 p.m. broadcast in color of color theatrical movies and is believed to be the first such series, will promote the sale of RCA color tv sets. Business was placed direct.

'Problem' market Rx offered at Ohio meet

Methods of employing advertising media and promotional techniques to handle "problem markets" were described by John W. Setear, assistant manager of media department at Leo Burnett Co., Chicago, in a talk scheduled for delivery at the Columbus meeting of Ohio Assn. of Broadcasters, Oct. 8-9.

Stressing the need for a scientific approach to problem areas and people, Mr. Setear cited examples where a major medium might not be providing adequate coverage because of local or regional factors. He mentioned that "relatively lower tv penetration" of television in the south might affect coverage where a national media plan calls for tv.

Another situation he described was centered around daytime television in a fictional problem market on the Pacific Coast. "The market may be receiving less weight than other markets of comparable size due to the relatively lower level of tv viewing on the Pacific Coast during the daytime hours," he said. He showed a chart which listed tv's average daytime coverage in that area at various hours, with 11 a.m.–1 p.m. as the low viewing point between the 7 a.m. to 6 p.m. period.

Opera for dedication

"Beatrice," an opera commisioned by WAVE-AM-TV Louisville, Ky., for the dedicatory broadcast of their new Radio & Tv Center (BROADCASTING, Aug. 3), will be premiered over the stations Friday (Oct. 23). Composed by Lee Hoiby, "Beatrice" will be performed by the Kentucky Opera Assn. The work then will be produced in a Louisville theatre and recorded for release by the Louisville Philharmonic Society. WAVE-AM-TV moved into the $1.5 million center last July.

This is the kind of hold our station has on people

It's a two-way affair, as you can see. We hold each other's loyalty and friendship. *Plus-values without equal to worthy sponsors!*

We've earned viewer loyalty through a natural attitude that our people, providentially, appreciate. Strong emphasis on public service. Programming for the human being. No staff shouting—no triple spots—no hokum. Civic-minded veteran staff members, respected members of their parts of the community. Doing, in fact, what comes naturally with nice people.

How do we know? Ratings, mail counts, word of mouth—you name it! Your message, in behalf of worthy products, gets special notice here. It's the U.S.A.'s 17th (with an annual 3⅓ billion-plus buying appetite) but one of the most rewarding markets of them all—and George P. Hollingbery has all data plus our means-what-it-says rate card. What's holding *you*?

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People—in 41 Counties of 3 States

WHIO-TV CBS channel 7 dayton, ohio

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• WBIR-AM-FM-TV Knoxville, Tenn.: 70% interest sold by three stockholders to 30% owner Taft Broadcasting Co. for $2.1 million. Sellers are Mr. and Mrs. Robert L. Ash, 30%; Gilmore N. Nunn, 30% and John P. Hart, 10%. In acquiring 100% ownership, Taft Broadcasting is also taking over corporate notes held by these stockholders amounting to $203,536. This sum is included in $2.1 million purchase price. Present plans are to keep intact present WBIR stations' personnel, including Mr. Hart as president of licensee, WBIR Inc. Taft Broadcasting acquired 30% interest in Knoxville am-fm stations in 1953. Financing for transaction was arranged through Fifth Third Union Trust Co. and First National Bank, both Cincinnati. Taft Broadcasting stations are WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, both Ohio; WBRC-AM-TV Birmingham, and WKYR (TV) Lexington, Ky. WBIR is 250 w on 1240 kc and is affiliated with ABC. WBIR-FM is 3.3 kw on 93.3 mc. WBIR-TV, which began operating in August 1956, is on ch. 10 with a CBS affiliation.

• WDVM Pocomoke City, Md.: Sold by G. Russell Chambers to Ernest Tannen for $120,000. Mr. Tannen is sales manager of WTTG (TV) Washington, D.C., and is former manager of WEEP Pittsburgh, Pa., and WGAY-AM-FM Silver Spring, Md. Transaction was handled by Blackburn & Co. WDVM is 500-w daytimer on 540 kc.

• KJOE Shreveport, La.: Sold by Audiocasting Inc. (president is Shreveport attorney William Cady III) to Ray Armand for $100,000. Mr. Armand is former executive vice president of group station owner Continental Broadcasters Inc. (Cy Blumenthal). Broker was Blackburn & Co. KJOE is a 1 kw daytimer on 1480 kc.

• KCHS Truth or Consequences, N.M.: Sold by Rex A. Tynes to Dean W. Manley and William D. Hafer for $24,000. Messrs. Manley and Hafer are with Philco Corp. and Pan American World Airways in technical capacities concerned with missile work. KCHS is 250 w on 1400 kc and is affiliated with MBS.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 112).*

• WDOT Burlington, Vt.: Sold by Val Carter and associates to DOT Broadcasting Co. for $140,000. DOT Broadcasting is owned by Fortune and Anthony Pope, publishers-broadcasters *(Il Progresso Italiano Americano* WHOM-AM-FM New York). WDOT is 250 w on 1400 kc.

• KREL Baytown, Tex.: Sold by E. O. Roden to Bayshore Broadcasting Co. (Bob H. Walker, president) for $126,825. Station is 1 kw on 1360 kc.

• KGKB Tyler, Tex.: Sold by J. Edwin Smith and associates to O'Connor Broadcasting Corp., licensee of KTXO Sherman, Tex., for $125,100. KGKB is 250 w on 1490 kc.

• WARN Fort Pierce, Fla.: Sold to South Jersey Broadcasting Co. (WKDN-AM-FM Camden, N.J.—Ranulf Compton, president) for $100,000, of which $30,000 is consultants' agreement. WARN is 1 kw daytimer on 1330 kc.

• WOHP Bellefontaine, Ohio: Sold to James T. Sandonato and Thomas W. Talbot for $100,000. Messrs. Sandonato and Talbot own WJJL Niagara Falls, N.Y. Station is 500 w daytimer on 1390 kc.

• WHTN-AM-FM Huntington, W. Va.: Sold by Cowles Broadcasting Co. to Geyer Broadcasting Co. (Wayne W. Geyer, president) for $100,000. WHTN is 1 kw daytimer on 800 kc; WHTN-FM is 53 kw on 100.5 mc.

• KCCC-TV Sacramento, Calif.: Cp sold by Melvyn E. Lucas and group to Capitol Television Co. (Melvin Lord, 16.8%; Melvin Lucas, Clarence A. Holien, Henry P. Deane, 11.1% each) for $70,548 including liabilities and stock transfers. Messrs. Lucas, Holien and Deane were original owners. KCCC-TV, on ch. 40, was granted in April 1959.

MID SOUTH — **$350,000**

Attractive fulltime 5000 Watt outlet in large outstanding market. Has real estate. $100,000 down payment. Balance over seven years.

SOUTHWEST — **$350,000**

Fulltime regional outlet in a prosperous market in the top 75. This is a chance to get an excellent facility in a really good market. $100,000 cash needed.

FLORIDA — **$250,000**

Here's a fulltime AM-FM facility in a top market. Has real potential for growth. Substantial cash required. Balance over five years.

CALIFORNIA — **$69,500**

A real opportunity for an owner-manager in a desirable Southern California growth market. Liberal terms can be arranged.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

WDBJ news award

WDBJ Roanoke, Va., won this year's Douglas Southall Freeman Award Saturday (Oct. 3) for "outstanding local and state coverage of the segregation problem in the school system." WRNL Richmond, Va., received honorable mention for staffer Guy Friddell's "outstanding commentary."

The Freeman award, presented by Virginia AP Broadcasters Assn., is in honor of Dr. Freeman, Richmond editor-historian, who was a veteran radio commentator. It is donated this year by D. Tennant Bryan, president of WRNL.

The judges said "WDBJ showed initative, careful planning in its coverage and presented a comprehensive, effective summary of events with integrity."

take a look at

TEXAS' HOT SPOT

NOW THE 4TH LARGEST TV MARKET IN TEXAS WITH

152,600 TV Homes...

20 Prosperous Counties and Parishes

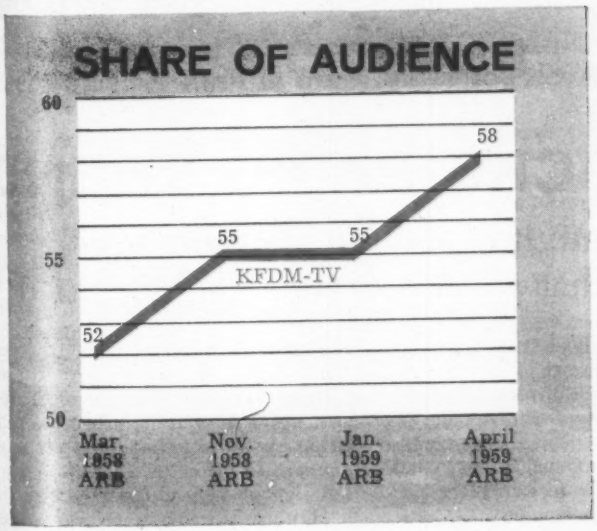
TEXAS' HOT SPOT

BEAUMONT
PORT ARTHUR
ORANGE

BUY THE HOT SPOT STATION

KFDM-TV

CHANNEL 6



YOU GET THE HOTTEST SPOT IN TEXAS ON

CBS ABC

KFDM-TV

Beaumont-Port Arthur-Orange

C. B. Locke, Executive Vice President & General Manager

Mott Johnson, Sales & Operations Manager

Peters-Griffin-Woodward, Inc.

116 OF 134 FULL-TIME MEMBERS OF THE WJR STAFF POSE FOR GROUP PHOTO IN FISHER BUILDING LOBBY.

A BIG STATION BUCKS RADIO TREND

When WJR turned independent, it beefed up staff and live programming; now it knows that plush operation can pay off

WJR Detroit is proving that independent radio can be both luxurious and profitable.

This 50 kw, clear-channel station is successfully programming in the grand manner with shows that are expensive, live, carefully produced and dignified.

Last May 24 WJR broke off from the CBS Radio network. It now has arrays of statistics to prove that it can get along better on its own. The only thing it misses is the kind of national and international news service that networks provide, but its management figures that in time that too will become available, as a program service to be purchased by the station.

In its 27th year WJR has turned to a new program formula, a highly developed version of its former format. "Complete Range Programming," the station has labeled its schedule, with something for everybody and an adult approach to the entire audience.

A staff of 134, one of the largest in the history of radio stations, operates the facility, with its multi-state service

FOR DESCRIPTION OF STAFF ORGANIZATION SEE PAGE 61.

area reached by a 50 kw signal on 760 kc.

John F. Patt, president, summed up the five-month record by observing, "Radio revenues headed steadily downward in 1958; this year they're climbing rapidly." Flanking him in directing WJR's destinies is Worth H. Kramer, manager, with James H. Quello as operations manager.

WJR is one of two broadcast units in WJR The Goodwill Stations Inc. The other is WJRT (TV) Flint, Mich., a new station celebrating its first birthday today (Oct. 12).

The Network Problem • The WJR story tracks through a decade of radio network troubles that culminated a year ago in an announcement that it intended to disaffiliate with CBS Radio, refusing to have any part of the CBS Program Consolidation Plan under which the station's network revenues would have dropped to zero.

The 1950s saw WJR's income from CBS Radio dwindle from nearly a third of total billings to a fraction of that. The station was fed up on its inability to sell spots and adjacencies during the daytime hours where much of its CBS Radio programming was concentrated.

There was another problem—selling its goods for two prices (the CBS network rate and the station's inflexible rate card). PCP offered a time-for-program barter in which CBS would get 100% of the network's billings.

WJR used the half-year prior to its independence by developing batches of new programs, mostly with emphasis on live production, and conceived as an intensification of its prestige policy.

Live programming has been stepped up 53% since WJR went independent—from 40½ live hours weekly (6 a.m.-12 midnight) to 62.05 hours.

The Money Record • Here's what the WJR books show (station-produced radio revenue, CBS payments not included):

- A whopping 35% jump for September (over September 1958), as new season gets under way.
- Third-quarter 23% above same 1958 quarter.
- First four months of full independence (June-September) up 19.8% from comparable 1958 period.
- Despite first-quarter slump, 1959 nine-month revenue is 4.7% above same 1958 period, and rising.
- October and November look good; fourth-quarter billings should reach $1 million, better than combined station-network revenue in same 1958 quarter.
- Total for 1959 may reach at least $3¼ million; it was $3.1 million in 1958 when WJR was affiliated with CBS all 12 months.

(WJR won't reveal total station network income to avoid disclosure of actual payments received from network.)

And here's an encouraging trend:

- National spot is much better (spot is about 90% of WJR's total billings).

That's a wrapup of the fiscal story of WJR's post-Independence Day achievements with adult programming. The way it came about is one of the better stories in the decade's commercial history—a story of tv encroachment into a radio-only, prestige property and the difficult decision that led WJR into non-network operation after three decades as an affiliate.

Decade of Decision • A pre-convention bomb tossed by CBS into the 1951 NAB (then NARTB) meeting in Chicago started a rate-cutting trend among radio networks that has harrassed stations ever since. The industry was shocked and the convention had a built-in issue (BROADCASTING, April 16, 1951). Mr. Patt was a member of the All-Industry Affiliates Committee set up to see what could be done about the first major blow to strike radio advertising.

The CBS rate reduction, running 10-15%, meant a flat 10% cut in the revenue received from the network by its affiliated stations. Not a large cut, perhaps, but symbolic of the trend radio networks were entering. A half-year of the cut was apparent in WJR's 1951 balance sheet—a 12.28% drop in CBS Radio revenue compared to the amount

Big station bucks radio trend CONTINUED

received in 1950. And 1952 was more of the same—23.82% down from the revenue received from CBS in 1950.

Out of all four neworks and affiliates' meetings came a series of intricate and brightly worded plans designed to close the dikes—checkerboard, pyramid, consolidations, in many forms. They all had one trait, WJR observed: Station facilities were offered cheaper to advertisers.

The downward trend in WJR's CBS revenues was steady, with only one minor respite. Every new network contract was hurting spot, the dominant part of WJR's revenues.

Mr. Patt and his staff looked at it this way: An advertiser could buy a one-minute spot on WJR through the network for $40 or even less, yet the same minute bought on a spot basis would cost $125 (one time, Class A). At times the network rate ran as low as 20% of the station's own fee.

The network could sell a five-minute segment for $1,000 or less for the whole hookup. In some cases advertisers could buy five minutes of the CBS network for only five or six times the price of a one-minute spot at WJR's card rate.

In effect WJR was selling the same piece of goods for two widely separated prices.

The Ford Story • Two years ago WJR's unhappiness turned into genuine grief when Ford Division of Ford Motor Co. bought a $5.5 million (gross) package on CBS Radio. It included 25 minutes of Arthur Godfrey, Edward R. Murrow news quarter-hour, five-minute *World News Roundup* segment and morning vignettes of Rosemary Clooney and Bing Crosby. All these were on a five-a-week basis and there were additional weekend Clooney-Crosby bits.

Pencils started to fly on the 28th floor of the Fisher Bldg., nerve center of WJR. Messrs. Patt and Kramer started to think seriously of the future. One estimate indicated the Ford package might cost the station up to $200,000 in income, since WJR was pretty well sold out in choice times and could sell plenty of spots and programs at card rates.

WJR came up with a compromise, taking only the Murrow news and weekend music. Some other stations rejected all or part of the Ford deal.

But a year ago WJR decided to abandon network radio altogether when CBS Radio announced Oct. 29 its Program Consolidation Plan, a formula by which the network would pay the station with free programs instead of money and WJR in exchange would carry CBS programs sold to sponsors.

The Patt-Kramer team took quite the opposite view about non-station originated programming. It wasn't easy to break a 23-year association with CBS Radio. They felt that networks offered the most practical way of offering programs of national and international import, but at the same time insisted on the right to pick what they wanted out of any program source.

After a meeting of the board of WJR The Goodwill Station, Mr. Patt said, "The plan of the network to barter for the time of its affiliates that it would then sell to advertisers under its own prices and policies—a plan over which we would have virtually no control—leaves no alternative. We value our facilities too highly to permit our station time to be handled on a brokerage basis."

The big step was taken. WJR would operate as an independent.

The Wanted Service • What WJR wanted, and had often mentioned to CBS, was "a pure network program service, which affiliates could underwrite." This idea was inherent in the Radio World Wide project undertaken by a group of stations, with Mr. Patt active as vice chairman.

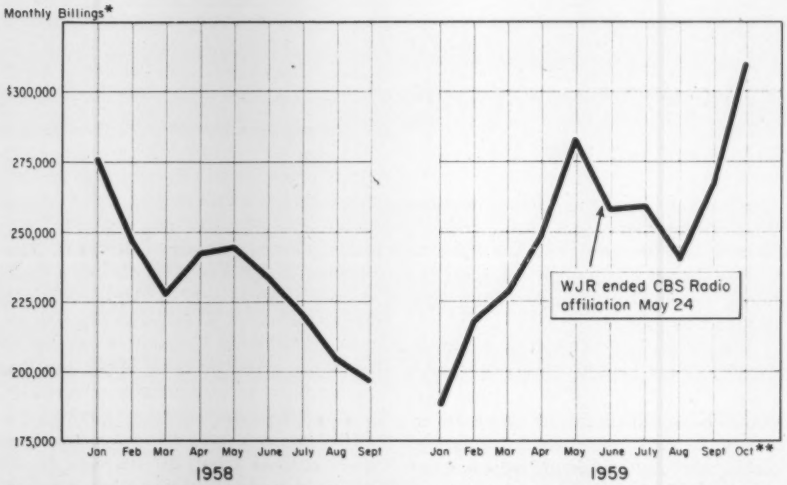
With the decision made to quit CBS, WJR announced it would be available "to all advertisers on a strictly one-price basis."

What to do next?

The general course had been adopted —more activity in the national and

BEEFED-UP PROGRAMMING PAYS OFF

WJR's station-originated business (by far the biggest part of its revenue even when the station was affiliated with CBS) declined steadily last year. Beginning early in 1959 the station started upgrading local programs in anticipation of quitting CBS. Billings began going up too. Total station billings in 1958 ran an estimated $3.1 million. They're expected to reach $3.25 million this year.



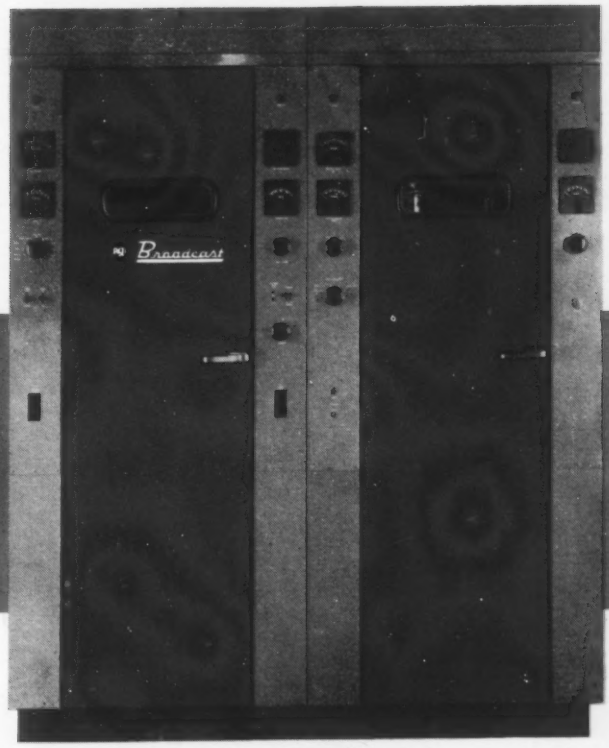
*These are net billings after all quantity discounts but before deduction of commissions to agencies and sales representatives. They include all national spot, regional and local business but no network billings.
**October 1959 billings are estimated.
NOTE: Figures for the fourth quarter of 1958 were not supplied because they could be used to compute the station's revenue from the CBS Radio network that year when the station billed a reported total of $3.1 million in all classes of business.

For years WJR was widely believed to be the most highly paid CBS Radio affiliate, with a compensation rate exceeding that of any other. The dollar revenue that WJR received from CBS has never been revealed and cannot be published now because of a long-standing agreement between the network and the station. But WJR has given BROADCASTING percentage figures showing how its income from the network dwindled in the television era. In 1950 WJR received its biggest revenue from CBS. Taking that year as 100%, the table below lists the percentage of 1950 network revenue that WJR received from CBS each succeeding year.

1950	100.00%
1951	87.72
1952	76.18
1953	72.84
1954	65.04
1955	46.70
1956	34.85
1957	37.88
1958	29.13
1959*	21.18*

*This was the annual rate at which income from CBS was running in the first four months of this year. Had WJR stayed with the network throughout 1959, its rate would have been much lower. Under the CBS Program Consolidation Plan compensation dwindled to near zero.

NEW 5000-WATT AM TRANSMITTER



Type BTA-5R/5R1

INTRODUCES ADVANCED SILICON HIGH VOLTAGE RECTIFIERS

The compact BTA-5R/5R1 is available with a choice of tube rectifiers or new long-life silicon rectifiers. Only two tuning controls make this transmitter ideal for reliable remote control operation. Instantaneous Conelrad frequency switching is also available. Vertical chassis construction provides easy front and rear access to all components.

Silicon rectifiers, tested in a pre-production model of the BTA-5R1, were subjected to aging, estimated to be equivalent to 20 years, while the remaining portions of the transmitter also met severe tests. All of them proved the ability of these transmitters to perform over long periods under adverse conditions. The reliable silicon type of rectifier is ideal in remote control applications. The transmitter will operate within ambient temperatures from −4 to +113 degrees F. and to 7500 feet above sea level.

A unique exciter features plug-in crystal oscillators (this is the exciter proved in the BTA-500R/1R). Three switchable crystal positions are provided for: (1) an operating crystal, (2) a spare on the main channel, and (3) provisions for optional instantaneous Conelrad switching. High-fidelity performance is assured with the new 3X3000 F1 modulator tubes that *do not draw grid current* to modulate the two long-life 5762 PA tubes. Overall AF response is ±1.5 db from 30 to 10,000 cycles.

For further information about these and other transmitters, call the nearest RCA Broadcast representative. Or write to RCA, Dept. ZC-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

OUTSTANDING FEATURES

- Built-in provision for remote control
- Unique exciter with plug-in oscillator
- Instantaneous Conelrad frequency switching (optional)
- Silicon rectifiers (optional)
- Only two tuning controls
- High fidelity performance

RCA Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, NEW JERSEY

There was this bootlegger in Tulsa . . .

His sun shone brightly. He enjoyed brisk demand for his wares. Distribution and brand acceptance were excellent. His share of market was exhilarating; reorders rolled in with impressive regularity.

Then disaster struck. Lawmakers legalized liquor. He became the victim of technological unemployment.

In the thirties? No. In the summer of 1959, when Oklahoma prohibition—on the books since statehood was achieved in 1907—was finally repealed.

Earth-shattering? Hardly—but interesting to *Comment's* audience.

* * *

KOTV, the Corinthian station in Tulsa, offers the new *Comment* as a showcase for controversy. *Comment* is a place for almost anything that stimulates thinking and discussion. Repeal . . . integration . . . labor reform . . . the opinions of a former leader of the Oklahoma Communist Party . . . if it's informative, intriguing or meaningful for people in the Tulsa market, it belongs on *Comment*.

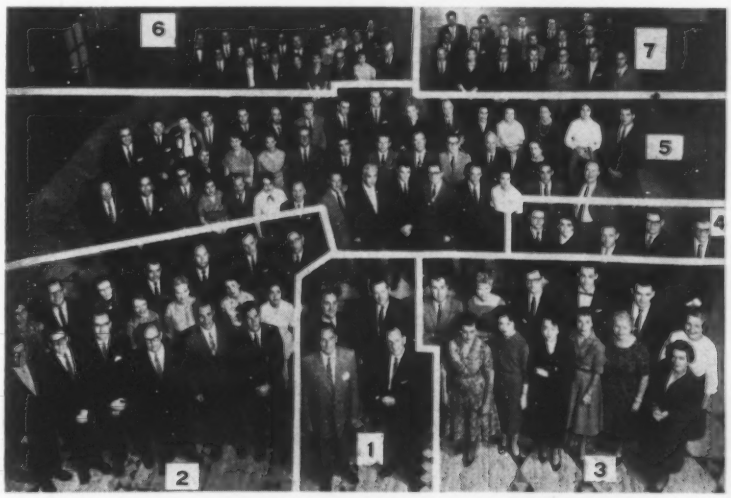
Comment follows the new 10:00 p.m. *Eye-Witness News*, which brings the advances of electronic journalism to the Tulsa market. To present this newscast-*Comment* strip, five nights a week, KOTV has pre-empted high-rated network and syndicated shows.

Corinthian believes—and our research bears us out—that there is a deeper public interest in local, national and world affairs than many even in television itself have realized. We believe that a local station must shoulder an important part of the medium's responsibility to meet that need.

We suspect, incidentally, that strong news and public affairs departments have something to do with our leadership in most of our markets. We also suspect that viewer confidence in our stations may have something to do with the believability of our clients' commercials.

Responsibility in Broadcasting

THE CORINTHIAN



The WJR lineup • It takes 134 people working in seven departments to keep WJR Detroit on the air. All but 18 appear in this photo (somebody had to keep store, a few were at the transmitter, several were on vacation or on business trips out-of-town). The only convenient place in the vicinity that was big enough to hold the staff was the foyer of the Fisher Bldg., where WJR's offices and studios are located. Two staffers who had to get back to jobs during the shooting were replaced by stand-ins. Staff groupings are **1:** executive (center foreground), 4 of 7 members in photo; **2:** sales, sales service, traffic, 17 of 17; **3:** accounting, purchasing, receptionists, 12 of 15; **4:** news, 5 of 7; **5:** program, production, 41 of 49; **6:** music, music library, 19 of 20; **7:** engineering, maintenance, 18 of 19.

international areas, and in regional news, sports and public affairs. Hinting at RWW, Mr. Patt said, "WJR will effectuate new and practical ideas for program development and exchange with other broadcasters throughout the country and world."

As far back as 1935 when WJR decided to sell stock to the public, the station had sought to create a favorable "corporate image" with its programming. It had endeavored to serve as "a constant companion rather than a cross-country jukebox," Mr. Kramer recalled, pleasing "as many listeners as possible" in an area that engineering charts now describe as having 17 million population.

Mr. Kramer put it this way, "We sell WJR, not ratings. Over a week we reach more people cumulatively than if we aimed at one segment like the formula stations. Our salesmen sell our facility, our impact and the cumulative market. Many clients tell us their wants, letting us pick the program and time.

"We don't sell with or against ratings but surround commercials with a good program. We avoid bad-taste programming and accept no phoney per inquiry accounts."

WJR doesn't have a rating chart on the premises, Mr. Kramer said, adding with a grin, "I understand from the outside that we have high ratings but we program for believability rather than numbers. And ratings taken in a limited area can't be projected to a wide area."

Plan in Action • Against this background WJR faced its independent future with considerable confidence, especially after a look at the big chunks of 10 a. m.-4 p. m. time formerly devoted to CBS strips and now available for spot and program selling at card rates.

The first major step was to hire R. P. Merridew, of WJW Cleveland and formerly of WGAR that city, as program director. Mr. Merridew moved into Fisher Tower shortly after the first of the year and was instructed to develop a program schedule of interest to all people.

WJR had already started to curtail its CBS programming in the afternoon and evening.

In its spring planning for the big May 24 switch, Mr. Kramer said, WJR kept in mind the changes in night listening habits since the advent of tv. "We knew that not everyone wants to be mesmerized by Pistol Pete or the Manhattan Muggers," he recalled, "and we knew that night radio was highly productive for clients reaching specific audiences."

Total Service • The result of staff planning was a decision "to sell the totality of WJR." Since the policy incorporated a "something for everyone" theme, a label was attached to the in-

KOTV
TULSA *(Petry)*

KHOU-TV
HOUSTON *(CBS-TV Spot Sales)*

KXTV
SACRAMENTO *(H-R)*

WANE-TV
FORT WAYNE *(Petry)*

WISH-TV
INDIANAPOLIS *(Bolling)*

WANE-AM
FORT WAYNE *(Petry)*

WISH-AM
INDIANAPOLIS *(Petry)*

ting

N STATIONS

BACKBONE

says Ward D. Ingrim, Pres.

KTVU

SAN FRANCISCO-OAKLAND, CALIFORNIA

To put real backbone in a station's feature film programming, you can't beat the Warner Bros. features. Writes Mr. Ward D. Ingrim:

"We bought the bulk of the Warner Bros. library—over 500 pics—before going on the air in March of '58. That was one of the big reasons we were able to get off to a fine start and make a strong and continuing impression in this four station market."

ARB ratings tell why so many stations share KTVU's enthusiasm for Warner Bros. features. The top flight Hollywood stars and top notch films swamp competition in daytime or nightime showings. Audiences love 'em. Sponsors love 'em. And you'll love the profits they produce. Call us today!

u.a.a.

UNITED ARTISTS ASSOCIATED, INC.
NEW YORK, 247 Park Ave., MUrray Hill 7-7800
CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
DALLAS, 1511 Bryan St., Riverside 7-8553
LOS ANGELES, 400 S. Beverly Dr., CRestview 6-5886

A big station bucks radio trend CONTINUED

dependent format—"Complete Range Programming."

Adult additions were developed for the already serious Sunday schedule. They included the WJR Junior Symphonic Band, a 55-piece teenage group now switching to a symphonic orchestra; *Ask the Professor*, a question-answer panel using U. of Detroit professors and a guest expert; *Spectrum*, a two-hour concert period with Karl Haas, leading local concert pianist, who was named director of fine arts for the station, and *Great Operas*, a 2½-hour feature.

A dozen new programs were added to the weekday schedule, starting with *Adventures in Good Music*, another Haas feature in the 10-11 a.m. hour, formerly network time. Others were *What's Your Problem*; the syndicated *Don't You Believe It; The Answer Man; That's Show Business*, a five-minute theatrical feature (including Saturdays); *Showcase* in two parts, nearly two hours of film and musical comedy tunes plus commentary and whimsy; *Composite*, begun in January and expanded to two hours, a mosaic in sound with interviews and informative inserts; *Business Barometer* with William Sheehan, WJR news editor; *You and Your Health*, voiced by Dr. Joseph G. Molner, Detroit and Wayne County health commissioner; *America's Economic Future*, Wednesday; *Detroit Press Club Presents*, a panel with newspapermen, Thursday.

Saturday's programs were spiced for children with *Your Story Hour*, a quarter-hour following *Country Style Jamboree*. *Animal Land*, which started in January, was given a new time. An evening hour, *Holiday in Hi-Fi*, featured popular music from outstanding albums. Finally a best-of-week hour, *Composite Highlights*, was culled from the daily two-hour *Composite* programs. During the summer WJR carried Saturday evening *Summer Concerts Under the Stars*.

The sports layout included major league baseball and professional and college football.

Advertiser Interest • Sponsors and

WHEN WJR WENT INDEPENDENT

Top executives of WJR Detroit ooze the enthusiasm of kids at a circus when they talk about five months of independence. Here's a clip from the transcript of answers to the question, "Boiled down, what has independence meant to WJR?"

"Every month since we went independent our business has been up over last year"—John F. Patt, president.

"Staff morale is better. We're free as a breeze to quote rates, knowing advertisers can't get us any cheaper"—Worth Kramer, executive vice president and general manager.

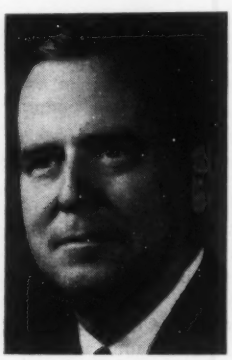
"We get $125 for a minute spot, one of the country's highest rates. Maximum discount on spots is 25-25%, or about 44%, and its 15% on programs. You can see how it hurt when the network piled up big discounts and then we only collected a fraction of our card rate"—Mr. Patt.

"We're almost sold out to 9 p.m."—Mr. Kramer.

"We haven't even tried to sell the 9-10 p.m. public interest features"—Mr. Kramer.

"The new daytime spot availabilities are going fast"—Mr. Patt.

"The Complete Range Programming format has built advertising and circulation. WJR is more attractive to spot and program buyers. For example, Ampex has just bought new concert programs utilizing stereotapes."—James H. Quello, operations manager.



MR. PATT

MR. KRAMER

MR. QUELLO

agencies were watching all these goings-on. They began to buy into the 10 a.m.-4 p.m. period—a time segment whose network adjacencies they wouldn't touch with a 10-foot ballpoint pen when it was loaded with soaps and other day-time network fare. The station's own portions of the 10-4 hours were well sold, however.

A Thursday lineup of *Composite* customers, under its expanded format, offered these solid names—Joseph Schlitz Brewing Co., Farm Crest Bakeries, Shedd-Bartush Foods, Kaiser Aluminum & Chemical Corp., Carling Brewing Co., International Breweries and Hekman Biscuit Co.. Friday had Carling Brewing Co. and A&P in addition to most of the Thursday list.

The rebuilding job was looking good. Mr. Patt was delighted. "We are ahead of our earlier projections for this period because of the surge of business for WJR Radio in the last two months since we severed our association with the network," he said not long after the switchover. "Our radio station is now running well ahead of last year."

Two steps were taken during the summer to strengthen the sales operation. Donald W. Craig, formerly of DeSoto Div. of Chrysler Corp. and Music Corp. of America, was named sales promotion manager. Six market supervisors were named and a creative sales board was formed.

Many new programs opened for sponsorship are 100% sold, others at least 50%. Several features are classified as commercially untouchable.

Total WJR sales in 1958 were $3.1 million. Mr. Patt and his staff are reticent about their 1959 projection, but if the figure doesn't reach $3¼ million there may be some after-dinner scrimmaging for the sales team.

Live Music • WJR's program philosophy in a market replete with top-tune formula broadcasting was summed up this way in a "message to radio listeners from 134 WJR staff members":

"We look with mild amusement upon the current controversy over formula radio. . . . We have music—some of it recorded, including religious, classical, semi-classical country and popular—selected, quite frankly, to appeal to discriminating listeners, But, we also have 29 different shows each week featuring 'live' music. By 'live' we mean our own staff musicians and vocalists playing and singing our own arrangements."

WJR's music department is staffed by 13 musicians, headed by James Clark, musical director, and Harry Safford, orchestra leader. In addition five first-chair men from the Detroit Symphony Orchestra are used on the *Spectrum* musical program on alternate Sundays.

The music library contains 45,000

first with the finest . . .

abc

television network

INSTALLS THE FIRST **LUMITRON C•J•R** LIGHTING CONTROL SYSTEMS IN STUDIOS TV-1 & TV-2, NEW YORK

A DRAMATIC NEW SYSTEM OF DIMMER CONTROL, developed by the Metropolitan Electric Mfg. Co. and the American Broadcasting Co., is now in operation at ABC's huge New York studios, TV-1 and TV-2. This revolutionary, advance-design Dimmer, utilizing transistor-like power control devices, in combination with the latest automatic punch-card Infinite Preset System, represents highly significant progress in a technical area of vital importance to the staging arts.

The Unique LUMITRON C•J•R* Dimmer Offers . . .

- ★ Practical operating ambient: 40°C. (104°F.) max.
- ★ Cold lamp switching under full load
- ★ Zero to maximum light output in any curve
- ★ Infinite loading range
- ★ Millisecond-fast response
- ★ Conventional patching
- ★ Optimum performance with 2 Volt regulation

* Controlled Junction Rectifier

LUMITRON C•J•R

Precision-engineered, rugged and compact, the plug-in **LUMITRON C•J•R** Dimmer is available in 2.0, 4.0, 5.0, 7.5 and 10.0 KW capacities. Write or call for complete details.

LUMITRON

division of METROPOLITAN ELECTRIC MFG. CO. METROPOLITAN

Lighting and Power Control Equipment Specialists Since 1892

2252 STEINWAY STREET • LONG ISLAND CITY 5, N. Y. • AS 8-3200

PAUL BUNYAN TELEVISION
and
The Paul Bunyan Radio Network

announces the appointment of
Venard, Rintoul & McConnell, Inc.
as exclusive national representatives
effective immediately.

ONE ORDER BUYS
WPBN-TV CHANNEL 7 TRAVERSE CITY
AND
WTOM-TV CHANNEL 4 CHEBOYGAN
COVERING
85,000 FAMILIES
WITH
$354 MILLION BUYING INCOME

NBC

WPBN-TV
Traverse City
WTOM-TV
Cheboygan

Midwestern Broadcasting Company
Traverse City, Michigan
Les Biederman, President

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER
Please start *my* subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position*
company name
address
city *zone* *state*
Send to home address — —

* Occupation Required

special WJR arrangements, handled by a staff of two. Three persons operate the record library.

The daily schedule now contains two quarter-hour sportscasts and nine 15-minute newscasts, all staff written and produced.

A loud splash was set up for WJR's Independence Day, with 700 advertiser, agency, broadcaster and civic leaders invited to a May 22 "Goodwill Cavalcade of 1959." Over 75 performers gave a prevue of WJR's independent programming. The show was broadcast on independence eve.

Thus ended a three-decade career as a CBS radio affiliate. Now WJR was on its own.

Is independence profitable?

The Sales Record • Sales of WJR The Goodwill Station Inc. totaled $1.96 million in the first six months of 1959 compared to $1.66 million in the comparable 1958 half-year. Net profit in 1959, however, was down to $134,284 from $196,340 in the first six months of 1958 because the new tv unit, WJRT (TV) in Flint was naturally operating in the red. But WJRT is figured to reach a break-even point this fall and go into the black before yearend.

About the future?

Mr. Patt won't commit himself but a sly upturn at the corners of his mouth reflects confidence not inherent in his reply, "We won't know for sure until we have been independent a full year."

A logical question: "Is WJR going to raise rates?"

Mr. Kramer: "The last rate increase was 1956. Certainly we're going to raise rates."

"When?"

"No comment."

Mr. Patt says repeatedly he has nothing against networks. He cherishes recollections of two pleasant decades with CBS and its management. But a different formula is needed, he said, adding, "We spent six months developing Complete Range Programming. As an independent we have more time to serve more interests.

"We would like to supplement our own programs with other programming, much as a newspaper subscribes to wires and syndicates. Radio networks do a good news job but we feel differently about their other features. We would like to see radio networks ofter a pure program service, an unsponsored service not contingent on sales expediency. Then a station could buy a total service and use what it wants. Radio World Wide has that concept.

"The problem is to get the right amount of service for the right amount of money and get enough subscribers—possibly 100 eventually. It must be something besides news off the wire,

excitement!

is where you find it...

...and *nowhere* on Chicago television will you find the kind of exciting programming WBKB gives you! WBKB was Chicago's *first* channel and it's *still* first in special community events coverage in this dynamic, exciting, big-buying market! Yessir, whenever there's something exciting going on around here, Chicagoans *automatically* tune in Channel 7. They *know* only WBKB serves the public with on-the-spot coverage of exciting events like these:

Excitement! The Pan American Games...exclusive daily program coverage!

Excitement! The National Clay Courts Tennis Championships at River Forest!

Excitement! Illinois State High School Basketball Championship Tournament!

Excitement! World's richest open golf tournament at Gleneagles!

Excitement! The Illinois State Inquiry into the Orville Hodge Scandal!

Excitement! The Eve of the visit of Queen Elizabeth...exclusive special program!

Excitement! The Annual St. Luke's Fashion Show...one of society's most glittering events!

These were exclusive WBKB telecasts. But what happened when WBKB participated in the pool telecast of the arrival of Queen Elizabeth? WBKB carried off by far the top ratings! Why? Chicagoans *automatically* turn to WBKB for excitement!

If you want Chicagoans to grow more *excited* about *your* product, plant it in the flourishing climate of the *excitement* station...WBKB!

WBKB the *excitement* station, channel **7**

owned and operated by the ABC Television Network

ALWAYS... a jump ahead

The vibrant enthusiasm of staying a jump ahead of our contemporaries is a vital part of all personnel at KONO in San Antonio.

It's an enthusiasm that keeps listeners' ears keenly tuned to the times . . . for first in news . . . finest in music.

It's an enthusiasm that keeps San Antonio's largest radio audience buying at fever pitch . . . day after day.

For remarkable facts about the "jump-ahead" KONO . . . see your

KATZ AGENCY
REPRESENTATIVE

5000 Watts • 860 KC
KONO Radio
JACK ROTH, Mgr.
SAN ANTONIO, TEXAS

records and disc jockeys; intrepretive news, panel shows and personalities, for example.

"If a group of stations will band together, as proposed by Radio World Wide, we might subscribe to 30 or 40 hours of programming a week."

In its scheduling, WJR has a firm, long-standing policy—no double spotting. "Our quota calls for three one-minute spots or their equivalent in 15 minutes with only one spot allowed between programs, program segments or musical selections," Mr. Kramer said.

The double-spotting ban has been in effect since participating programs became popular in the 1930's. "We want the advertiser to get a fair shake." he explained.

How about rate-cutting?

Mr. Kramer stated: "Our contract files are open for inspection."

The WJR Recording Division turns out jingles and spots in quantity for agencies, advertisers and broadcast stations, using staff and outside talent. It offers a bonus, too—agencies and clients come to the studios for recording sessions. Income from this growing operation has been rising steadily since it was given separate identity a year ago. Main customers are Detroit-based agencies and sponsors, and national agencies with Detroit branches.

It's a period of deep, profound change for WJR The Goodwill Station Inc. The transition has been intricate but not painful.

WJR is confident that adult, diversified programming is the answer to its problems.

"Come around and see us next spring," Mr. Patt said. "We'll have some more answers."

CANON 35 HASSLE
Oklahoma courts tiff over trial broadcasts

Oklahoma's two highest courts are fighting a jurisdictional battle with radio-tv in the middle.

The Supreme Court has adopted under unusual circumstances a version of Canon 35, the American Bar Assn. ban that prohibits broadcast reporting of court trials.

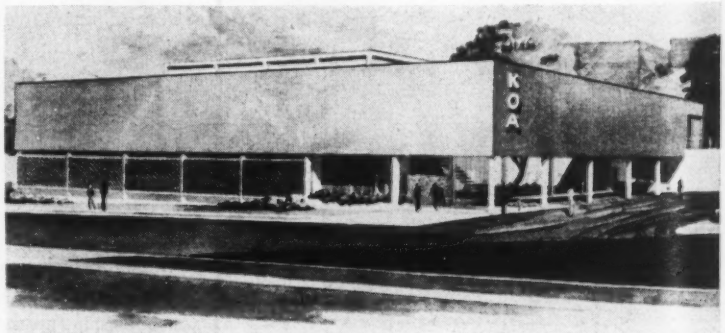
Fighting this ban is a tribunal of parallel jurisdiction, the Court of Criminal Appeals. This court, which held a year ago that radio and tv are entitled to the same courtroom rights as the press, has announced it will continue to keep its doors open to broadcasting (BROADCASTING, Sept. 8, 1958).

The Oklahoma canon, titled "Improper Publicizing of Court Proceedings," was announced Sept. 30 by the state Supreme Court without prior warning. The judges used a simple expedient—adoption of a petition by Oklahoma Bar Assn. members without any hearing or chance to file briefs.

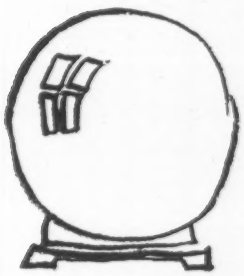
Two petitions for a 60-day delay in which to file a request for hearing were submitted to the Supreme Court Oct. 7. Petitioners were Oklahoma Television Corp. (KWTV [TV] Oklahoma City) and Oklahoma Television Assn., comprising all tv stations in the state. The court originally had agreed to give interested parties 15 days to ask for a hearing.

When Presiding Judge John C. Powell of the criminal court heard about the Supreme Court canon, he said:

"The Supreme Court decision will



New KOA building • KOA-AM-TV Denver, Colo., opened its $1,050,000 building Saturday (Oct. 12). The Denver Symphony Orchestra, with comedian Bob Hope (a KOA stockholder) as guest conductor, participated in the dedication. The 2½-story structure has 30,000 sq. ft. of floor space. Offices are on the main floor. Three radio studios, newsroom, film room, film library, stock rooms, tv control and tv studios are on the second floor. A triangular announcing booth connects the tv studios, enabling announcers to see both studios. An outlet for cameras in the landscaped courtyard allows for live programming from the garden. KOA-TV has two video tape recorders and a new mobile unit.



There's a 15% in your future

We notice that a famous San Francisco retailer of objets d'art has discovered a new advertising medium: Chinese fortune cookies.

This suggests some interesting additional possibilities — the inside of men's hat bands, tongues of shoes, ceilings of hotel rooms, and the little red strips you peel off of cigarette packs. Motormen on San Francisco cable cars might be taught to sound their warning bells in Morse code, spelling out commercials. Traffic lights could be replaced by stop-and-go signs manned by policemen in Keystone Cop hats upon which tasteful exhortations could be engraved. Bay boat captains could send commercial smoke signals without blowing their stacks. The under side of the Golden Gate Bridge could be made into a vast 24-sheet visible to sea-going liners.

There are some difficulties in the way, some rough spots that need honing, but you get the idea. These suggestions are made, like they say, in the public interest. We figure there's room for everyone.

(Meanwhile, we're not banking the fires under our transmitters. We'll keep right on covering well over half of the tv families in Iowa—and dominating three of Iowa's six largest cities.)

WMT TV

Cedar Rapids—Waterloo
CBS Television for Eastern Iowa
Mail Address: Cedar Rapids
National Reps: The Katz Agency
Affiliated with WMT Radio and KWMT, Fort Dodge

These capable radio personalities can make your wish come true. They're in the air all over the Twin Cities market, riding around on 1280 kilocycles. They talk to everyone . . . everyone likes them. They're an "open sesame" to the riches of Minnesota.

You don't even need a magic lamp. These WTCN genii come when you call. The moment you pick up your phone and call your Katz man, our modern day genii stand ready and able to do your bidding . . . your selling . . . your promoting. Give it a try, today. Make a wish on the Twin Cities market. Then, call your Katz man for availabilities on Twin Cities WTCN Radio. The results will astound you.

WTCN MINNEAPOLIS • ST. PAUL **RADIO AND TV**

Affiliate American Broadcasting Network
Represented Nationally by the KATZ Agency

have no effect in the Court of Criminal Appeals. The Supreme Court has general supervisory powers over inferior courts. Ours is not an inferior court and our earlier opinion and ruling permitting courtroom photography will remain in effect, at least so far as the Court of Criminal Appeals is concerned."

The criminal court's admission of broadcasting to its trials in 1958 was the second time a state had accepted broadcast newsmen on courtroom equality with the press. Three years ago the Colorado Supreme Court cracked historic precedents, based on pre-tv conditions, by discrediting Canon 35.

Chief Justice Denver N. Davison, of the Oklahoma Supreme Court, ruled Oct. 6 on a tv newsmen's request to cover a county grand jury report by holding the new canon not effective during the 15-day period for filing of rehearing briefs.

Oklahoma's Canon 35 is softer than the ABA version, allowing audiovisual courtroom reporting during court recesses as well as before and after trials.

The legal and journalistic professions were distributed by the Supreme Court canon. The fact that both high courts are elective was mentioned along with pressures within the state bar association. Failure of the court to hear arguments or accept briefs before issuance of the order was criticized.

Referee to hear tax claim against MBS

U.S. Referee Asa Herzog ruled last week that he will hold a trial on Wednesday (Oct. 14) to determine the validity of a $300,000 tax claim filed by New York City against MBS.

The ruling was prompted by a motion filed by tax counsel for the city, asking Mr. Herzog to permit the city's own tax review board to explore the claim for back taxes. Referee Herzog, who is presiding over MBS' petition for voluntary bankruptcy, denied the city's motion, pointing the claim rightfully belonged in Bankruptcy Court.

Benjamin Weintraub, Mutual's special counsel in the bankruptcy action, later said that the network's position is that the city's claim for $300,000 is "far out of line" and the amount owed, if any, is a matter of interpretation of the city's tax laws. Mutual filed for voluntary bankruptcy last July (BROADCASTING, July 6) and to date, creditors owed approximately $2 million have approved a plan under which the majority would be paid 10 cents on the dollar. The tax claim by the city has blocked approval of the reorganization plan.

FRENCH FLIERS CONQUER ANDES!

MERMOZ AND COLLENOT LINK ARGENTINA, CHILE!

Santiago, Chile, Feb. 2, 1928—The first successful commercial flight over the Andes mountains between Argentina and Chile was completed today when Jean Mermoz and Alexandre Collenot landed their Laté 25 monoplane at Copiapo, Chile, after a 900-mile flight from Buenos Aires, Argentina. The intrepid airmen overcame sub-zero temperatures and radiator difficulties to pave the way for a regular commercial air service between the two countries.

FIRST IN INTERNATIONAL AIR TRAVEL! Since the very beginning of international flight, the exploits of French aviators like Blériot, Bossoutrot, Noguès and Mermoz have made aviation history. Air France is proud to continue this tradition of French leadership in aviation by offering the most non-stop flights both ways between New York and Paris and the fastest jet service between Europe and the Middle East. And next year Air France will put into operation one of the largest pure jet fleets in the world.

AIR FRANCE

WORLD'S LARGEST AIRLINE/WORLD'S FIRST INTERNATIONAL AIR SERVICE

UP FOR REPS' GRABS: $15 MILLION

FCC orders tv networks to quit spot representation of affiliates

Thirteen television stations billing an estimated $15 million a year in national spot must find new national representatives.

These are the independently owned stations now represented by the spot sales divisions of CBS and NBC. Last week the FCC ordered the networks to quit selling spot for non-network-owned affiliates.

The order applied only to television. Radio representation is not affected. The networks were given until Dec. 31, 1961, to comply.

CBS Television Spot Sales now represents the five CBS owned tv stations and seven CBS-TV network affiliates owned by others. NBC Spot Sales represents five NBC owned stations and six others that are NBC-TV affiliates. ABC gave up its spot sales activities in 1952.

The FCC order pertains only to a network's representation of its affiliates. In theory a network rep organization could represent independent tv stations or affiliates of another network.

Reasons why • The premise upon which the FCC based its order was this: (1) networks are primarily in business to sell network programs, and spot representation is in direct conflict with that basic purpose; (2) because network affiliation is of vital importance to television stations, there is a potential danger that networks would use that power to force stations into signing up for spot representation.

Radio representation was not forbidden in the order, the FCC said, because radio networks lack the powers of persuation that television networks have.

The order was adopted unanimously by the five commissioners who were in Washington. Comr. T.A.M. Craven was in Geneva at the International Radio Conference and Comr. John S. Cross was in Hawaii.

This was the FCC's first punitive action against the television networks to emerge from the television network investigation which the FCC began in 1955. A special FCC Network Study Staff spent two years and $221,000 investigating tv network operations. In October 1957 it came out with the 1,485-page Barrow Report, named for the special staff's chairman, Dean Roscoe L. Barrow of the U. of Cincinnati Law School.

Tough Talk • The Barrow Report advocated a number of tough new regulations to control network activities.

One would abolish option time. The FCC has proposed that option time be reduced from a maximum of three hours in each five hours to two-and-a-half hours in five. The networks, and many of their affiliates, are opposing the proposal.

Another Barrow recommendation was to outlaw must-buy practices under which networks required advertisers to buy a predetermined list of certain stations. Later CBS and NBC voluntarily eliminated the must-buy practice. ABC never used it.

Some of the other Barrow recommendations were: the direct licensing of networks, the prevention of networks from influencing the rate-making decisions of affiliates, the requirements that stations must be sold for cash and rival bidders exposed to comparative hearing, and the limitation of multiple ownership to no more than three vhf stations in the top 25 markets. The FCC has taken no action on any of those proposals.

The New Rule • Only two comments favorable to the FCC's limitation on spot representation by networks were presented in the present proceeding. In favor of the rule were the Station Representatives Assn., of which 22 firms are members, and Edward Petry & Co., a leading representative. Opposition was presented by the networks, affiliate committees and others.

Both networks and affiliated stations maintained that there was nothing wrong in their representation of non-owned stations. They said they did not dominate the field of spot representation, that divestiture was strong medicine where no finding had been made of monopoly or restraint of trade. They suggested that if necessary they would accept a limitation on the number of independent outlets they might be allowed to represent.

A slight conflict was seen by some observers between the FCC's action last week and the terms of a consent decree signed by NBC and the Dept. of Justice last month in the Philadelphia "swap" case.

In the consent decree. NBC was forbidden to add any new stations to its spot sales list without permitting the Justice Dept. to determine whether or not the network had used its affiliation powers to coerce acceptance by a station (BROADCASTING, Sept. 28).

The implication read into that proviso was that the Justice Dept. found nothing wrong in the principle of a network representing a non-owned station.

The FCC's final order on network representation was announced Oct. 7, but its text was temporarily withheld pending final review by FCC Chief Counsel John A. FitzGerald. His changes, if any, were not expected to alter the substance of the draft which the Commission approved. Here are highlights of that draft:

"We find that as a result of these dual roles the networks have the potential for restraining competition for the representation of stations in spot sales as well as the potential for restraining competition for national advertising business between network television and national spot television; that actual restraint of competition between network and national spot television has occurred; and that this potential and actual restraint of competition also involves impingement by the networks on the discharge by the licensees of the affiliated stations they represent of their responsibility to operate their stations independently in the public interest."

Spot Conflict • In national spot television, the Commission said, affiliated

Prospect list

Unless the FCC's order of last week is reversed in court, the stations listed below will have to break away from spot representation by their networks. These are the non-network-owned outlets which CBS Television Spot Sales and NBC Spot Sales now represent. Network-owned stations are not affected by the order. ABC has no spot sales set-up.

CBS

WTOP-TV Washington, D.C.
WJXT(TV) Jacksonville, Fla.
WBTV(TV) Charlotte, N.C.
WBTW(TV) Florence, S.C.
KSL-TV Salt Lake City
KHOU-TV Houston
KOIN-TV Portland, Ore.

NBC

KSD-TV St. Louis
KOA-TV Denver
WAVE-TV Louisville
WRGB(TV) Schenectady, N.Y.
WCKT(TV) Miami
KONA-TV Honolulu

It's a habit...

watching KMJ-TV in FRESNO (California)

And TV viewers in the Fresno area make the KMJ-TV news programs a special habit — the two highest rated news shows in the area are on KMJ-TV*.

KMJ-TV covers the local scene with camera and photo processing equipment unequalled in the area. KMJ-TV also coordinates with McClatchy newspapers to insure thorough reporting. KMJ-TV news shows — morning, noon, afternoon and evening — provide up-to-the-minute coverage that viewers appreciate.

*ARB Metropolitan Area Study April 17 - May 14

KMJ-TV ... first station in The Billion-Dollar Valley of the Bees

THE KATZ AGENCY, NATIONAL REPRESENTATIVE

Right on top in FRESNO

KJEO
Like KJEO's 60% of the top syndicated shows in Fresno, California's $600,000,000 market, and 8 out of 10 of the top movie hours in this important 3-station area, you stand to get the top result-getting availabilities on KJEO.

Source: Current Nielsen

KJEO—Channel 47, No. 1 for the money, No. 1 for the Central California audience.

KJEO channel 47
FRESNO

J. E. O'Neill — President
Joe Drilling — Vice President and General Manager
W. O. Edholm — Commercial Manager
See your H-R representative H-R

stations are in direct competition with their networks.

The importance of networking to the growth and significance of television was acknowledged by the FCC.

But, the Commission added, with these benefits come problems: heavy dependence of affiliates on networks as sources of programming and revenues. These, the FCC said, "impinge on the independent responsibility of the individual station licensee to operate his station in the public interest."

The FCC continued:

"The continuing objective of the Commission has been to preserve a maximum degree of licensee responsibility and effective competition consistent with the maintenance of the network structure." It referred to the option time rule-making, under consideration now, which would deduct a half-hour from the present three-hour rule and also increase the requirement on a network's call on option time.

The Commission stated that stations handled by the two network spot representation divisions handled about 25% of total volume of national spot sales in tv—but that the largest of the independent national spot representative firms handled a larger volume of business than either of the two network organizations.

No Pressures Proved • The Commission agreed that no evidence has been presented to show that the networks influenced or sought to influence affiliated stations in their choice of spot sales representatives or that the networks have taken spot sales representation into account in deciding on affiliation.

Perhaps the most significant portion of the document is the Commission's reasoning on the potential the present practice has for restraint and monopoly.

This is based on the concept that there is a connection between affiliation and spot representation (all independent stations represented by CBS and NBC are affiliated with those networks respectively)—although the Commission agreed that no proof had been submitted that the networks have used this potential to the detriment of the non-owned stations' independence.

Although both CBS and NBC have testified that they do not intend to expand their spot sales lists, there is no barrier to their doing so if it became profitable or to their benefit, the Commission said.

The importance of network affiliation was set out by the Commission in these words:

"The economic survival of the station may well depend on such affiliation. Network programs are not only a substantial source of direct income to the affiliated station; they also attract the viewing audience and provide valuable adjacencies for the affiliate to sell to national spot and local advertisers. . .

"We conclude therefore that CBS and NBC could substantially expand their television spot sales organizations through exploitation of their dominant network positions. Such expansion would seriously restrain competition for the representation of stations. Moreover, to the extent that affiliated stations were influenced in their choice of spot representatives by the dominant position of the networks, this would also impinge on the individual station licensee's independent responsibility for operation of his station."

Self-restraint • The FCC acknowledged that the networks have voluntarily refrained from expanding spot sales representation, but it continued, "this self-restraint does not appear to be based on considerations arising out of the operation of a spot representation business as such, but rather appear to reflect concern with the special considerations present where the spot business is conducted by a net-

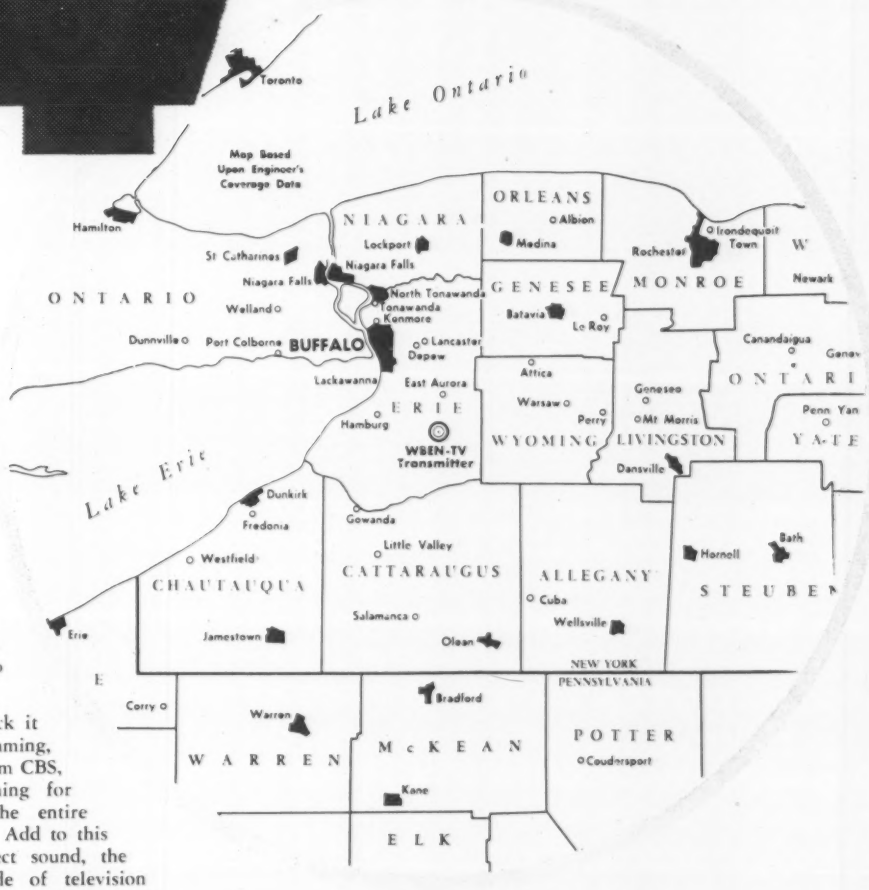
ROUNDABOUT REGULATION

The FCC exercises indirect control over networks by regulating their affiliates. Hence the new rule restricting networks in spot representation is written to apply to affiliates. The rule adds to Sec. 3.658 of the FCC television rules a subsection as follows:

"(i) No license shall be granted to a television broadcast station which is represented for the sale of non-network time by a network organization directly or indirectly controlled by or under common control with a network organization, if the station has any contact, arrangement or understanding, expressed or implied, which provides for the affiliation of the station with such network organization; provided, however, that this rule shall not apply until Dec. 31, 1961, to television broadcast stations so represented on Oct. 7, 1959; and provided further, that this rule shall not be applicable to stations licensed to a network organization or to a subsidiary of a network organization."

channel

4 this is WBEN-TV land



In this busy area . . . most television viewers watch WBEN-TV most of the time

The domination of WBEN-TV of the 14 county Western New York and Canadian Niagara Peninsula market is attested to by all audience studies.

Which one do *you* read? Check it and see how the quality programming, the foremost network shows from CBS, plus prestige local programming for balanced entertainment for the entire family put WBEN-TV on top. Add to this the perfect pictures and perfect sound, the result of more than a decade of television pioneering, and you have the sum total of outstanding leadership and audience loyalty, day in day out, month after month.

Consistently, TV viewers of Buffalo, Western New York, nearby Pennsylvania and the Canadian Niagara Peninsula vote overwhelmingly in favor of the entertainment educational, cultural, and informative programs . . . presented as a community responsibility by WBEN-TV on Channel 4.

Reason enough that in WBEN-TV land your TV dollars count for more on Channel 4.

Represented nationally by
HARRINGTON, RIGHTER AND PARSONS

WBEN-TV

A SERVICE OF THE BUFFALO EVENING NEWS

CBS the nation's top network

WNTA
RADIO

brings high fidelity
to commercial radio with
'LISTENING MAN'S FILTER'

BLONDER-TONGUE AUDIO BATON

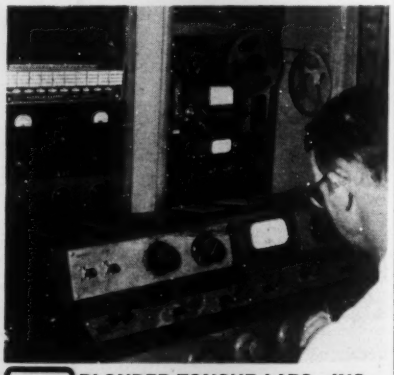
One of the nation's fastest growing AM and FM stations has scored an outstanding success with its listeners by bringing high fidelity sound to commercial radio. WNTA refers to the secret ingredient responsible for this as the "Listening Man's Filter". WNTA station manager, Irv Lichtenstein recently announced that the "Listening Man's Filter" is actually the Blonder-Tongue Audio Baton.

The station's chief engineer, H. L. Dabrowski, described the Audio Baton as follows: "L-M-F, the 'Listening Man's Filter' (Audio Baton) is an electronic device that emphasizes or de-emphasizes certain critical frequencies throughout the audio spectrum. It is a very refined form of tone control without the limitations of the average tone control device. The usual device tends to mask frequencies, other than those for which it is set, in the audio spectrum. L-M-F allows complete control of nine frequencies individually without any of the masking difficulties encountered in the past."

Not only does WNTA Radio use the Audio Baton during its daily broadcasts, but every hour on the hour, it dramatically merchandises this new sound...by demonstrating the difference between a musical selection played with and without the Baton. The difference is so striking that enthusiastic listeners have applauded it as a step forward to better musical broadcasts. Engineers, too, have deluged WNTA Radio with requests concerning the identity of the "Listening Man's Filter". Now, the secret is out—it's the Blonder-Tongue Audio Baton.

Perhaps you, too would like to improve the quality of musical broadcasts or recording at your station, the Audio Baton is a low-cost solution. Only $119.95.

Sold through distributors,
or write direct for further details.



B-T LABS
BLONDER-TONGUE LABS., INC.
9 Alling Street, Newark 2, N. J. Dept. B-10
hi-fi components • UHF converters • master TV systems • industrial TV systems • FM-AM radios

work. It would not be unrealistic to attribute this decision at least in part to the pendency of Commission proceedings and the conduct of Congressional hearings in which the problems raised by network national spot representation were under scrutiny . . ."

The "inherent" competitive situation between networking and national spot "unavoidably creates incentive to moderate or regulate the conduct of the less significant operation in such a manner as to maximize the network's revenues and profits," the Commission decided.

These dual roles have enabled both CBS and NBC to restrain competition between network and national spot television, the FCC found, and thus have interfered with the independence of affiliated stations.

The operating staffs of the network and its spot sales division do perform competitively, the Commission decided, but both are parts of the same company and therefore come under the control of the policy-making executives of the parent company.

There are two principal fields where the duality of the networks as network operators and as national spot representatives come into play, the Commission said. These are in the establishment of national spot rates for an affiliate and in a station's choice of network or national spot programs.

Rate-Making • The Commission referred to the Network Study citation which alleged that networks had influenced stations which they represented to raise spot rates in order to more nearly equalize the spot rate and the network rate.

The key here is contained in this paragraph from the Commission's report:

"The Commission believes that the public interest is best served if the respective levels of network and national spot rates are determined by the freest possible play of economic forces operating in the market. The networks have shown that they believe their business interests are best served if the national spot rates are not significantly below the network rates of the network outlets."

As to programs, the Commission alluded to the Barrow Report section which stressed the conflict of interest between a network's desire to sell as much of the station's time for network programs and the station's desire to sell some of this time on a national spot basis. The Comission said that its review of the comments supports the Network Study Report's conclusions.

Affiliation Leverage • Instead of a blanket prohibition which would drive networks out of the station representation business, other than their o&o stations, the Commission decided that the best action would be to prohibit a network from representing a station with which it was affiliated. The reasoning was contained in this paragraph of the FCC's report:

"We are of the opinion, however, that such a sweeping prohibition against network participation in national spot representation is unnecessary. For it is the network-affiliate relationship which is the key factor in producing results contrary to the public interest. It is the leverage provided by the value of the network affiliation to the represented stations that enables the networks to influence competition in the national tv advertising field, and results in the networks' encroachment on the independence of the represented stations. Therefore a rule which effectively obviates use of that leverage will sufficiently protect the public interest. This can be accomplished by prohibiting a television station from being represented in spot sales by a network with which it is affiliated."

Help for IRS

WBZ-TV Boston is providing the U.S. Internal Revenue Service's Intelligence Div. with copies of news film the station shot of an IRS slot-machine raid. WBZ-TV's news editor and a cameraman accompanied federal agents in a raid on five veterans' clubs. The raid netted $25,000-worth of gambling equipment. IRS will use the film in training agents in this type of work.

Allocations changes: 1 finalized, 2 denied

The FCC last week took several actions concerning tv allocations.

By report and order, the Commission finalized a rulemaking and amended the tv assignment tables by shifting the educational reservation for Muncie, Ind., from ch. 71 to ch. 55. The change resulted from a petition by Bell State Teachers College.

A petition by the Joint Council on Educational Television for a change of the etv channel in Wausau, Wis. from ch. 46 to ch. 9 was denied by a memorandum opinion and order. The Commission said it feels that the public interest would be best served by giving all parties filing applications for commercial or noncommercial operation on ch. 9 an opportunity to receive comparative consideration for the channel. One commercial application (Wausau Telecasting Co.) for ch. 9 is now pending.

In a third case, the Commission

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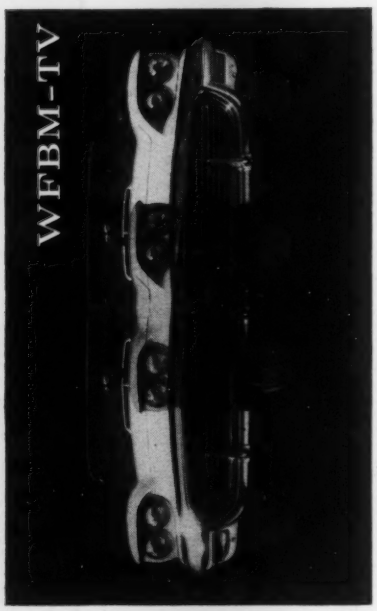


denied a petition by Wrather-Alvarez Broadcasting Inc., former permittee of KYAT(TV), ch. 13 in Yuma, Ariz., to shift ch. 13 from Yuma to El Centro, Calif. The petitioner is reportedly no longer interested in the proceeding.

Watchdog group hit

The Illinois Broadcasters Assn. has taken a dim view of Sen. Warren Magnuson's (D-Wash.) new watchdog subcommittee on freedom of communications.

Meeting in Springfield Sept. 30-Oct. 1, IBA adopted a resolution deploring Sen. Magnuson's action as reflecting a "lack of confidence in the maturity and good judgment of the broadcast media" and condemning "such tactics, obviously designed to hamstring and harass American broadcasters." Such activity, IBA felt, "smacks of a police state."

In other actions, IBA also called for complete repeal of Sec. 315, noting that Congress' recent action amending the political broadcasting law was a "forward step" in industry's fight for "complete freedom" of radio and tv.

The organization also lauded Ward L. Quaal, vice president and general manager of WGN-AM-TV Chicago; Leslie C. Johnson, vice president and general manager of WHBF-AM-TV Rock Island, and Charles H. Tower, NAB manager of Broadcast Personnel and Economics for their efforts in helping gain passage of the Landrum-Griffin labor bill. IBA also elected new officers.

RTES told status of space communications

As Russia's Lunik III circled the far side of the moon Oct. 7, a Defense Dept. expert on the U.S. satellite program turned an advance beacon on new developments planned in space communications.

Brig. Gen. Earle Cook, the Army's deputy chief signal officer, outlined the government's timetable, emphasizing that the systems now being shaped may prove immediately applicable to commercial communications even though they are primarily geared for military use.

In this area of space communications, Gen. Cook. speaking before the Radio & Television Executives Society in New York, named basic barriers that face scientists:

Propagation Pitfall • The gremlin in the space scientist's planning is propagation (transmission of electromagnetic waves) problems — whereby signals are beset by atmospheric interference, cosmic influence, fading, distortion and other effects.

But space work, nonetheless, continues at a "relatively fast pace," said Gen. Cook who then proceeded to outline the U.S. timetable for Army-developed "Courier" satellites in circular orbit at a 650-mile minimum altitude. These will receive and store on magnetic tape information fed at rapid rate from ground stations and then broadcast the data back to other ground stations. Traffic-handling capacity equivalent: 20 teletypewriter channels each operating continuously at a rate of 100 words per minute; (2) Air Force-developed instantaneous satellite repeater for two-way communications in polar regions, and (3) an advanced Army-planned six-hour polar satellite to provide ground-to-air, ship-to-shore two-way communications; (4) a satellite in a 24-hour equatorial orbit operating some 23,300 statute miles above the earth's surface at a speed that will keep it fixed in space with respect to the earth. The satellite will act as relay between points on earth separated by several thousand miles. Said Gen. Cook: three or four of these satellites "properly placed" could literally "cover the world" except for small polar areas, ultimately constituting a complete global communications system and making contact as well with other satellites.

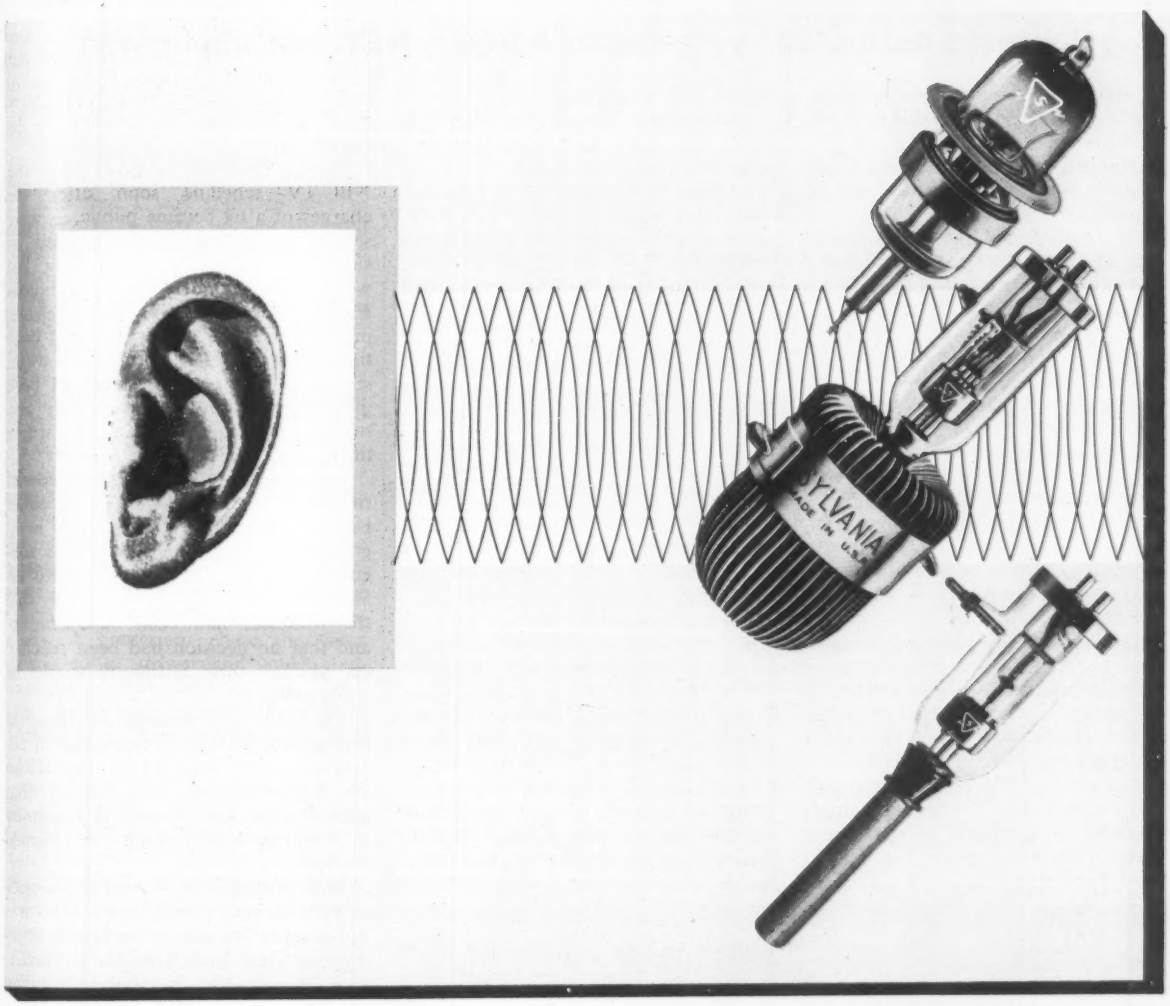
Passive Reflectors • Another type of satellite is "passive" with no communications gear or equipment. These would move in high altitudes in outer space. The simplest version would be a large aluminized balloon (about 100 feet in diameter) launched from missiles and off which powerful microwave signals could be bounced back to earth. One such balloon could provide communication between two ground-based stations for a portion of the day; enough balloons in space could provide instantaneous relay communications continually.

Lifting his sights from the planning board, Gen. Cook turned seer:

"While passive satellites are possibly of greatest immediate interest to broadcasters, active real-time communications satellites can also prove useful for low-power transfer of data and video information.

"Although initially of considerable expense, the regular transmission of transcontinental video programs—and even transworld video programs —would soon absorb the cost of launching an active real-time communications satellite."

SYLVANIA GOLD BRAND TUBES...



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HOUSE FANS TV QUIZ ASHES TO LIFE

Contestants on '21' yell 'fix' in opener; NBC not implicated

A House subcommittee last week exhumed the tv quiz shows from the closed files of a New York grand jury and pumped new life into charges that the shows were "fixed" and a fraud on the public.

The Legislative Oversight Subcommittee, headed by Rep. Oren Harris (D-Ark.), began four days of hearings Tuesday (Oct. 6) with testimony from former contestants on *Twenty One*, a Barry & Enright production formerly on NBC, that they were given answers in advance. All named either Daniel Enright, a partner in the tv production firm, or Albert Freedman, producer of *Twenty One*, as having supplied them with answers.

Messrs. Enright and Freedman testified before the subcommittee in executive session (closed to the public and press) Wednesday night—in a meeting that did not break up until 1 a.m. Thursday. Both have publicly denied in the past charges of the contestants.

Principal witnesses charging collusion were former contestants Herbert Stempel and James Snodgrass. They both said, as did other witnesses, that answers were supplied by Messrs. Enright and/or Freedman and that they had no contact with NBC or principals of the show's sponsor, Pharmaceuticals Inc. Quizmaster Jack Barry also was not implicated by the witnesses.

On Thursday, the subcommittee took up charges that the defunct quiz program *Dotto* also was rigged.

A New York grand jury spent nine months, beginning in September 1958, investigating charges that these two quiz shows, and several others, were not completely on the level as depicted to the public. The jury questioned over 200 witnesses and last July handed down a report, but issued no indictments which still has not been made public.

Pattern of Deception • In opening the hearings, Rep. Harris said that if the subcommittee discloses a "pattern of deception of the American public through these quiz shows, a serious gap in the present regulation of broadcasting practices . . . will be revealed." He continued:

"The subcommittee expects to show that sponsors, advertising agencies, owners, packagers, producers, networks and station licensees, as well as many contestants, all benefited from the extraordinary appeal of the quiz shows to the public. It is not the subcommittee's function to prejudge whether existing law has been violated; but if existing law has not been violated then we believe that it is our duty to recommend to the Congress legislation that will make a repetition of any such deceptive practices too risky to attempt in the future."

Twenty One was dropped from the NBC-TV schedule soon after the charges of a fix became public, as were several other quiz shows clouded by similar accusations. In testifying last week, NBC Vice President Thomas Ervin revealed that Howard Felsher, producer of *Tic Tac Dough*, had been fired when he refused to sign a sworn statement that no assistance had been given to contestants. Mr. Ervin also testified on NBC's actions regarding the *Twenty One* situation.

Both Messrs. Enright and Freedman refused to make any statement either before or after their Wednesday night grilling by eight members of the subcommittee and Chief Counsel Robert W. Lishman. Rep. Harris said only that the witnesses had been "cooperative" and that no decision had been reached on whether their testimony would be made public.

The executive session was held at the request of the two witnesses in accordance with Rule 11 of the House of Representatives. It provides that such a session is in order if testimony of a witness would defame or degrade anybody.

Well Attended • The only member of the nine-man subcommittee who was not present for the adjournment hearings was Rep. John Bennett (R-Mich.), ranking minority member. Attending the sessions, in addition to Rep. Harris, were Reps. Peter F. Mack Jr. (D-Ill.), Walter Rogers (D-Tex.) John J. Flynt Jr. (D-Ga.), John Moss (D-Calif.), William Springer (R-Ill.), Steven Derounian (R-N.Y.) and Samuel Devine (R-Ohio).

All of the former *Twenty One* contestants testifying claimed that the show was rigged. The congressmen did not call other big winners on the show who have maintained publicly that they received no help in answering the questions.

Stempel Tells All • Mr. Stempel was on eight separate *Twenty One* shows, from Oct. 17, 1956, until he was "defeated" by Charles Van Doren Dec. 5. He testified under oath that he was given the questions and answers for each program prior to its broadcast. He also was told, always by Mr. Enright, Mr. Stempel said, what point question to try for, when to challenge and when to miss.

The witness said he got on the show by applying through a letter. The night

FORMER "TWENTY ONE" CONTESTANT STEMPEL
Flanked by newsmen, he repeats a thrice-told tale

before he was to appear the first time, Mr. Stempel said, Mr. Enright came to his home and gave him the questions and answers to be used. " 'How would you like to earn $25,000?" Mr. Stempel quoted Mr. Enright as asking.

Mr. Enright, Mr. Stempel stated, checked his wardrobe and picked out "a blue double-breasted, ill-fitting suit that had belonged to my late father-in-law and that I was going to give to charity." He said Mr. Enright also told him to wear a blue shirt with a worn collar.

Mr. Enright coached him thoroughly, Mr. Stempel said, on when to pause, when to stutter, when to pass over a question, how to bite his lip, and how to wipe the sweat ("pat, don't dab") off his brow.

Take Nine • On his first appearance, Mr. Stempel said he was told to take nine point questions, twice, challenge his opponent, and he would win. (*Twenty One* was played by asking the contestants a series of questions with point values of 1 through 11, the harder questions being worth the most points. A contestant chose the value he wanted to answer and could challenge his opponent after two questions. The game ended when one or both reached 21 if there had been no challenges.)

Before the Dec. 5, 1956, program, Mr. Stempel said he was told by Mr. Enright that he would have to lose "for the good of the show." He was told there would be two ties, 17-17 and 21-21, and then Mr. Van Doren would defeat him 18-10.

The hearing room was then darkened and a kinescope of the program was shown during which Mr. Van Doren defeated Mr. Stempel by 18-10.

Mr. Stempel said that Mr. Enright promised him an appearance on the *Steve Allen Show* and a job with Barry & Enright paying $250 weekly. In fact, Mr. Enright made "all sort of promises if I kept my mouth shut," Mr. Stempel testified.

Mr. Stempel said that he told several other persons, during the time he still was on the show, that he was given the questions and answers in advance (three appeared before the subcommittee last week). He said he had no direct information that Mr. Van Doren or other contestants were given the answers. However, he said, Mr. Enright would have had to know what questions Mr. Van Doren would answer since he correctly predicted ties and scores.

Deals with Enright • All his dealings, Mr. Stempel said, were with Mr. Enright and nobody else was present during two coaching lessons before each show. He said once Mr. Barry walked in while Mr. Enright was giving him

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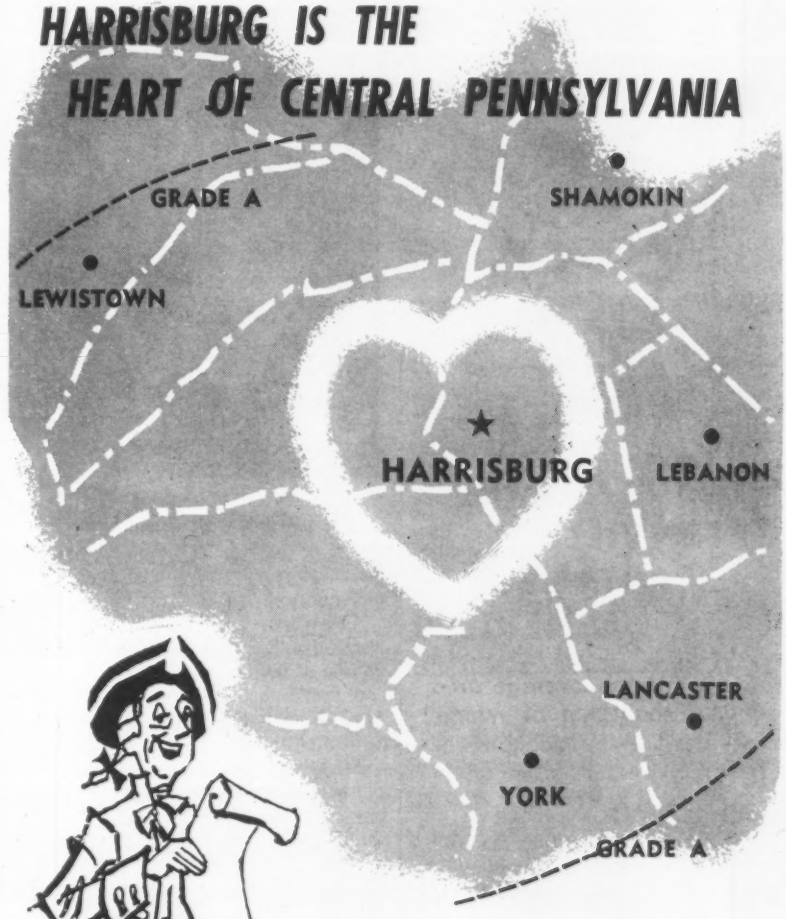

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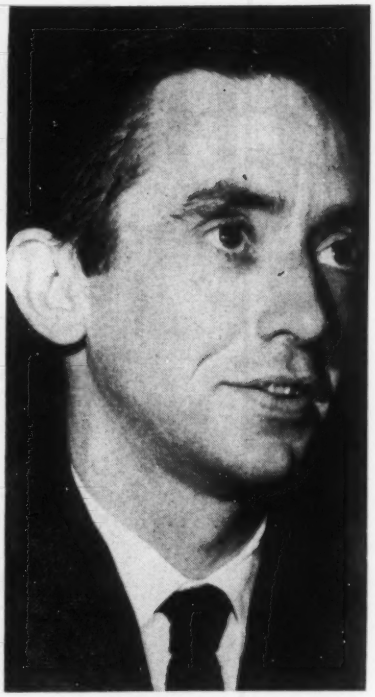


WITNESS SNODGRASS
The postman rang twice

the answers and Mr. Enright hastily hid the questions.

The witness said $18,500 in winnings were advanced to him while he was still on the show and at a time when he could have lost everything he had won. Mr. Stempel said he ended with $49,500 after his defeat.

Mr. Stempel said he told reporters of the "fix" soon after he was defeated but that it was sometime before anything was printed because the newspapers were afraid of libel. "I just couldn't live with myself," Mr. Stempel said. "I was really conscience-stricken. . . . This was something I had to get off my chest." In March 1957, Mr. Stempel said, he signed an affidavit at Mr. Enright's urging, stating that he had received no advance information on the questions and answers.

This statement is "utterly false," Mr. Stempel declared last week.

Bets Against Van Doren • At the same time, Mr. Stempel said Mr. Enright told him in so many words that Mr. Van Doren was going to lose. Mr. Stempel said he bet $5,000 against Mr. Van Doren at 2-1 odds, winning $10,000.

At no time, Mr. Stempel said, was he in contact with anyone from NBC or the sponsor, Pharmaceuticals Inc.

Dr. Nathan Brody, New York physician, testified that Mr. Stempel was in his office the day before losing to Mr. Van Doren. The doctor quoted Mr. Stempel as saying: " 'Tomorrow I take a dive'." Dr. Brody said the contestant told him he (Mr. Stempel) was to miss a question about "Marty," the 1955 Academy Award-winning movie. Mr. Stempel did miss this question the next night.

Mr. Van Doren, in a wire to Rep. Harris, last week repeated earlier statements that he at no time received "coaching" during his lengthy tenure on *Twenty One*. He has made this claim several times in the past, including his appearance before the grand jury. He offered to testify before the subcommittee or make himself available to its staff if the congressmen so desired. Rep. Derounian, during the testimony of Mr. Stempel, said that Mr. Van Doren should be called.

Doublecross • Mr. Snodgrass testified that he was ordered to lose a match to Hank Bloomgarden but refused to "miss" the question he was ordered to stumble on. Appearing on *Twenty One* five times, all against Mr. Bloomgarden, the witness said he always was coached beforehand by Mr. Freedman.

Mr. Snodgrass said that upon being given the questions and answers orally, he immediately typed them out and send them to himself under registered mail. He said that he did this because he might have to prove in the future that the program was rigged. One of the letters, postmarked May 11, 1957, was opened for the first time during the hearings and following a kinescope of the May 13, 1957 show. The letter gave the questions and answers asked of and given by Mr. Snodgrass on the program.

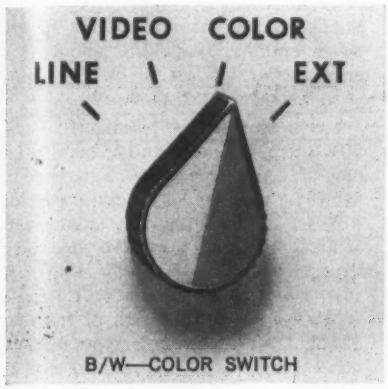
The letter, beginning "To Whom It May Concern," also spelled out instructions given the contestant as to when he was to pause, to stutter, to ask for more time and other stage directions.

In a second registered letter, mailed May 17, 1957, and dealing with the May 20 program, Mr. Snodgrass detailed how he was told to miss a question on poetry. "According to the plan, I am to miss the first question, specifically the lines by Emily Dickinson. I've been told to answer Ralph Waldo Emerson. I have decided not to 'take the fall' but to answer the question correctly," Mr. Snodgrass wrote in the letter three days before the program.

In a kinescope of the show viewed by the subcommittee, Mr. Snodgrass answered the question correctly.

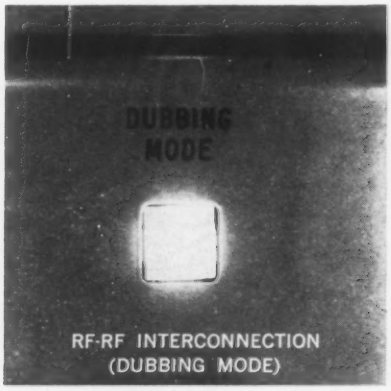
Another Tie • By answering both these questions correctly, Mr. Snodgrass threw the contest into another tie. He said that during a commercial that followed immediately, Messrs. Barry and Enright rushed to the contestant's isolation booth and asked Mr. Snodgrass if he wanted to continue. He said that he insisted on continuing

FEATURES THAT KEEP YOUR AMPEX



B/W—COLOR SWITCH

TAPE SPEED OVER-RIDE



RF-RF INTERCONNECTION
(DUBBING MODE)

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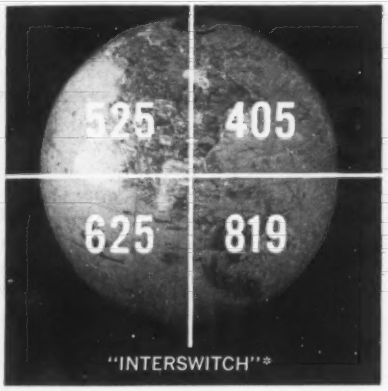
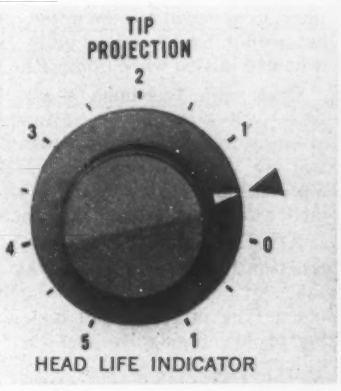
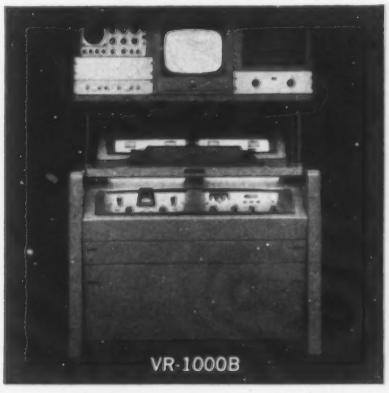


"INTERSWITCH"*



HEAD LIFE INDICATOR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and from there on "I was on my own."

The producers ruled that Mr. Snodgrass answered a subsequent question incorrectly and Mr. Bloomgarden was declared the winner. However, due to public outcry (doctors maintained that Mr. Snodgrass had answered the medical question correctly) both contestants were called back the next week and Mr. Snodgrass again missed one question and answered one correctly, to which he said he was given the answer.

The witness testified that, following the doublecross, Mr. Freedman rushed to his dressing room "in tears" and maintained that he (Snodgrass) had ruined his (Freedman's) career by putting the program's prizes over its budget. (Mr. Bloomgarden increased his winnings by $73,500 to $126,000 following the Snodgrass demise.) Mr. Snodgrass said he won $4,000 on the show as a result of the series of ties but would have received only $3,000 if he had missed when ordered to do so.

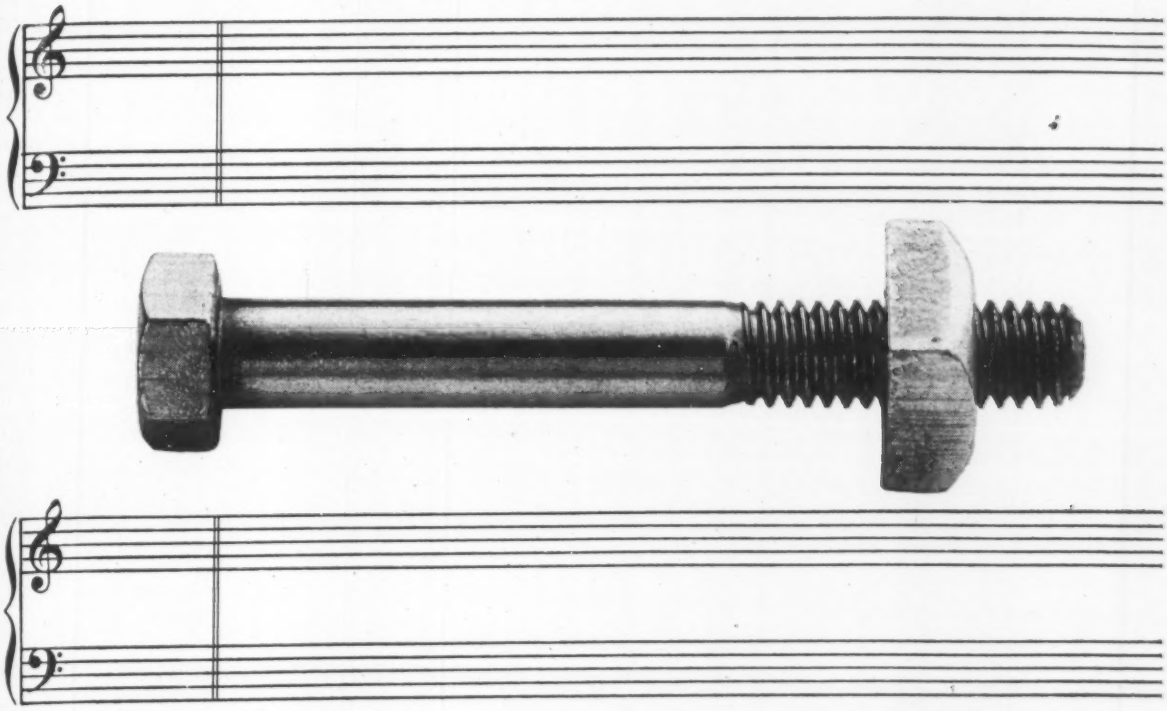
Deals with Freedman • Mr. Snodgrass said that all the answers were given to him by Mr. Freedman and that no one else was present during the coaching. He said he had no contact with anyone from the network.

After the alleged "fix" was publicized in the newspapers, Mr. Snodgrass said Mr. Freedman called him for lunch. The producer told him according to Mr. Snodgrass, that their conversations were confidential and inferred that he should lie if asked about prior knowledge of the questions. Mr. Snodgrass said he replied that he had no intentions of talking about it to anyone but, if asked by the grand jury, he would tell the truth.

Ervin on Stand • Thomas E. Ervin, NBC vice president and general attorney, (accompanied by Lawrence J. McKay, partner in Cahill, Gordon, Reindel & Ohl) read a statement by Walter D. Scott, executive vice president in charge of NBC-TV who is ill, saying the network regards "rigging of tv quiz shows as a breach of faith and a blight on a program type that can otherwise be both entertaining and instructive." Mr. White also said, and Mr. Ervin repeated, that NBC has cooperated with the New York grand jury and the House subcommittee in their investigations and has initiated investigations, studies and preventive measures of its own.

The NBC general attorney revealed that the network fired Howard Felsher, producer of *Tic Tac Dough*, another Barry & Enright quiz show now on NBC, the previous week after the producer refused to sign a sworn statement that no rigging ever took place on that show. He said he sought the statement from Mr. Felsher after he learned the latter had been subpoenaed to testify before the subcommittee. He ex-

HARRIS SWEARS IN QUIZ WITNESS
Reps. Flint (l) and Springer (r) ready to play quizmaster



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"THE NUTS AND BOLTS OF RADIO," by George Skinner, The Katz Agency's Director of Radio Programming Services, could easily have been titled "It's What's Between The Music That Counts."

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RADIO DIVISION

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DALLAS • ATLANTA • ST. LOUIS • SAN FRANCISCO

Lubbock, Texas
10
Booming retail sales have ranked Lubbock, Texas in Sales Management's top - three southwestern cities for ten straight months!
straight months
BIG [illegible] for TEXAS!
CBS
WEST TEXAS
TELEVISION NETWORK
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
KICA-TV
CLOVIS, NEW MEXICO
NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY
W. D. "Dub" Rogers, President and Gen. Mgr.

pressed surprise when told that Mr. Felsher had been subpoenaed—and had testified—before the New York grand jury.

Mr. Ervin said he decided not to take seriously the charges by Mr. Stempel against *Twenty-One* in 1957 after being assured by Mr. Enright that there was no basis for them, that Mr. Enright was in possession of a statement signed by Mr. Stempel admitting the falsity of the charges and a tape recording in which Mr. Stempel again admitted his charges were false and apologized for making them.

He acknowledged he didn't check with Mr. Stempel—or later Mr. Snodgrass—about their charges.

The fact that the *New York Journal American* decided not to run a story based on Mr. Stempels' accusations helped convince Mr. Ervin the charges were groundless, Mr. Ervin said.

He said NBC bought Barry & Enright Productions for $2.2 million in September 1957 to make sure Pharmaceuticals Inc. wouldn't move *Twenty-One* to another network, since the program had proved formidable opposite CBS-TV's highly-rated *I Love Lucy*. Several other B&E shows were included in the deal, he said, as was a profit-sharing arrangement with Messrs. Barry and Enright to be effective after NBC recouped its purchase price.

Mr. Ervin said when the *New York World Telegram* carried a story about charges against *Twenty-One* in August 1958, he and other NBC officials met with Mr. Enright, B&E publicity men and Mr. Enright's attorney, and that NBC wanted to turn over the Stempel statement and tape recording to the New York district attorney. He said he told an attorney for Messrs. Barry and Enright that the network was not prepared to join them in a libel suit against the newspaper. When the Snodgrass charges were revealed in September, NBC decided to take over all B&E programs on the network, he said, with NBC personnel supervising each.

The NBC executive said he feels there will be "considerable foundation" to "rigging" charges if testimony continues to be like that so far and that he thus will have been "badly deceived" by Mr. Enright. NBC investigations were limited, he said, because the district attorney said this would interfere with the New York probe. Answering questions from subcommittee members hinting laxity by NBC in keeping a check on programs, he said the network's investigative powers, unlike those of congressional and other such groups, are limited, but that NBC expects to crack down if the present hearings do not bring a satisfactory solution to problems. He said there are no plans to ask Mr. Van Doren, still under contract to NBC, for a sworn statement on non-conspiracy.

Mr. Ervin said NBC has obtained sworn statements from nine employes who had contact with Mr. Snodgrass, all denying rigging of questions.

Stempel Tells Again • Alfred Davis, former associate with Arthur Franklin in public relations for Barry & Enright, testified that Mr. Stempel showed him questions and answers to the program he was to lose on the day before the telecast. Mr. Davis said that this was the first indication he received that the show was not on the level.

He said he discussed the situation immediately with Mr. Franklin and later with Mr. Enright, who at that time, Mr. Davis said, denied that answers were given to contestant Stempel. In fact, Mr. Davis testified that in March 1957 Mr. Enright told him that Mr. Stempel had attempted to blackmail him (Enright) for $50,000.

He said that various reporters began contacting him in the summer of 1957 about the alleged fix and that he, personally, issued no denials. Mr. Davis told of two meetings among public relations counsel, Barry & Enright and NBC executives before and after the story was printed in the newspapers. Asked if Barry & Enright made every effort to deceive NBC, Mr. Davis replied: "I would have to say yes." He later qualified this to say that no effort was made to clarify the situation for the network.

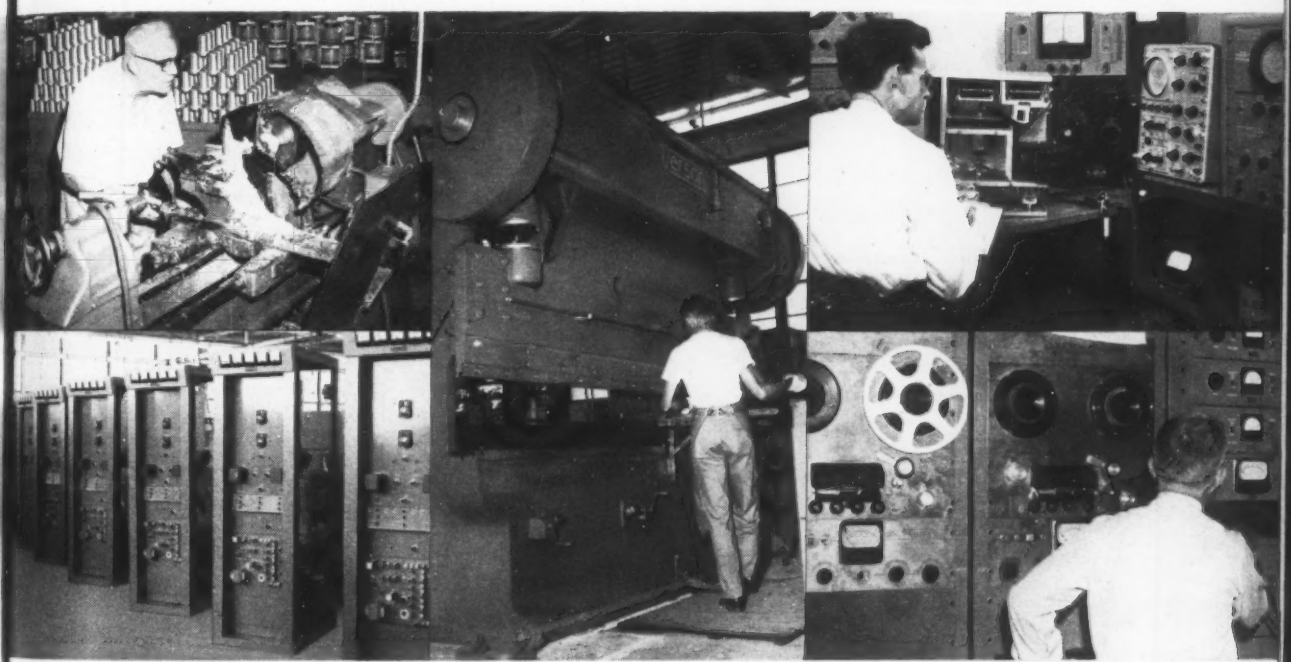
Mr. Davis said he had no reason to believe that NBC knew at this time that the "fix" was on and felt that the network would have taken a different attitude had it known the facts. He said NBC was trying to forestall unfavorable publicity and so far as he knew made no independent effort to get the facts.

Uppermost in the minds of the Barry & Enright group, Mr. Davis told the congressmen, was the effect the fix rumors might have on the then pending sale of Barry & Enright programs, including *Twenty One*, to NBC. The multi-million dollar sale was consummated later with Barry & Enright remaining in charge of production.

Told to Lie • Mr. Davis described a meeting with Mr. Enright and an attorney after the story had been printed during which, he swore, he and Mr. Franklin were advised to "lie" to the Grand Jury. This advice, he said, was given by New York attorney Edwin Slote, who then represented Barry & Enright as well as the two public relations men.

"We were advised by Slote in Enright's presence, if and when we testified, to deny certain things that we

WHY IS GATES THE NATION'S LEADING DESIGNER AND MANUFACTURER OF AM AND FM BROADCAST EQUIPMENT?



Gates continually leads the industry in the sale of AM and FM broadcast equipment. Why? We asked broadcasters themselves to answer this question . . . to tell us their primary reason for choosing Gates equipment over all others. Here is a representative sample of their comments:

"Gates consistently builds good equipment. They're reliable, high in quality."

"We checked very thoroughly and found Gates the only one with all the features we needed."

"This radio station has used Gates equipment for many years and we are completely sold on its high quality operation."

"Widespread acceptance from engineers around the country."

"Because of the fine quality machinery manufactured by Gates."

"We've found that at Gates a customer is more than a customer — he's a friend. Our problems are Gates problems. Guess you'd call it personalized service. It's been a part of the Gates organization since 1922 — and we like it!"

"From an engineering standpoint, it is strictly an engineer's dream."

"Is there anything better?"

"The reputation that Gates has established for standing 100% back of their product."

"Your equipment is built to last."

"The reliability of Gates products. Real precision equipment."

Notice the use of the words *reliability, quality, personalized service, precision, built to last, engineering know-how.* And, as one broadcaster put it, *"Is there anything better?"*

You judge for yourself.

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PUT NEW LIFE

IN YOUR

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BY

BUYING THE RICH MIDDLE GEORGIA MARKET

. . . Retail sales up 11% for first half, 1959

. . . New home building up 32%

. . . Employment up 39%

THEY'RE SPENDING MORE

NOW

IN MIDDLE GEORGIA

SEE YOUR AVERY-KNODEL MAN TODAY

CBS - ABC - NBC

NOW, WMAZ-AM and WMAZ-FM offer Middle Georgia its only Stereo music programs

knew were true. . . . He called it 'preparing the witness'," Mr. Davis testified. He said Mr. Slote never mentioned the Grand Jury but that he (Davis) assumed the attorney was referring to that group's investigation. At a subsequent meeting (Mr. Slote by then had been discharged by Mr. Enright), Mr. Davis said the attorney told him to "get out of town . . . as far away as possible." This advice came, the witness said, after he and Mr. Franklin had refused to commit themselves on what testimony they would give the grand jury.

Mr. Davis no longer is associated with either Mr. Franklin or Barry & Enright, he said. He now has his own public relations office in New York.

(In New York last Wednesday, attorney Slote denied as "wholly unfounded and born out of desperation and personal animosity" the testimony given by Mr. Davis, and later backed by Mr. Franklin. Mr. Slote's denial was issued by Elliot L. Hoffman, an associate, who said Mr. Slote was at home because of a death in the family but had authorized the statement.)

"Since I was present at all conferences between Mr. Davis and Mr. Slote, I know Mr. Slote's statement to be correct," Mr. Hoffman said. Mr. Slote's statement continued: "At no time were either Mr. Davis or his firm advised to tell anything other than the truth to any inquiries wherever initiated. . . . I am notifying the chairman of the committee . . . that I am willing to appear before the committee for the purpose of discrediting Mr. Davis and his flagrant untruths."

Franklin's Appearance • Arthur Franklin, who was public relations counsel for Barry & Enright and who now describes himself as unemployed, said he was convinced of the truth of Mr. Stempel's charges. When a *New York Post* reporter called and made inquiries about alleged "fixing" of *Twenty One*, he met with Mr. Enright and Mr. Stempel. Mr. Stempel was crying and otherwise in a highly nervous state, he said. Mr. Franklin said that when he delicately suggested to Mr. Enright that any fraud in the program would bring trouble, Mr. Enright "blinked his eyes at me as if he was almost a schizophrenic" and said there was nothing he could do.

The former public relations counsel said he met with NBC representatives after the story broke in the newspapers in 1958; that they were not concerned with the truth or falsity of "fixing" charges, just "terrified" about adverse publicity.

After being subpoenaed by the New York grand jury, he said, he met with Mr. Enright and his own lawyer, Mr. Slote, and was told by Mr. Slote that he should "get out of the country" (Mr. Slote suggested the Cocos Islands, he said); that if he told the truth to the grand jury and "everybody else lied," he would be convicted of perjury. He said Thomas E. Ervin, NBC vice president and general attorney, was present at this meeting (but Mr. Ervin, testifying later, denied it).

Under questioning, Mr. Franklin acknowledged he knew he was on the NBC payroll after NBC purchased Barry & Enright, and said he was dropped from the payroll, as he knew he would be, after he testified.

Mr. Franklin, who changed his name to his present one several years ago, refused to tell Rep. Rogers his former name, precipitating an argument in which his position was supported by Chairman Harris after he told Rep. Rogers, "It's none of your business."

Mr. Franklin testified that he never

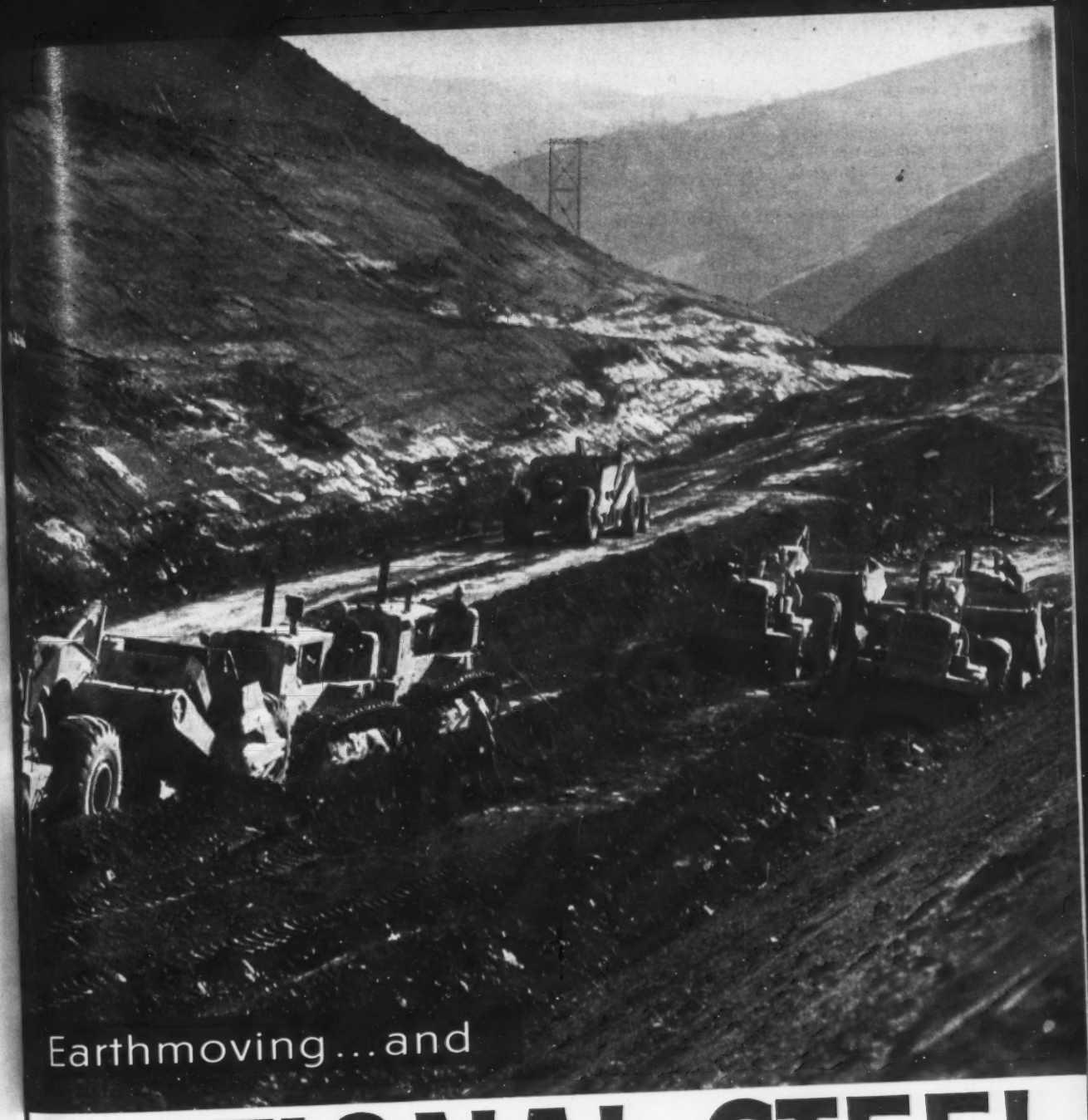
Geritol & Sominex get bonus audience

Congressmen, reporters and spectators alike enjoyed—with uncontrolled laughter—kinescope showings of five *Twenty One* programs during last week's House Legislative Oversight Subcommittee hearings in Washington into tv quiz programs. The kinescopes, complete with Geritol and Sominex commercials, were used by the subcommittee to illustrate the testimony of witnesses that they had been given answers in advance.

The hearings were well attended by congressmen (eight of the nine subcommittee members were present throughout), reporters (over 60) and just plain curious spectators (the huge Caucus Room was from half to three-fourths filled most of the time).

After hearing contestants state they were given detailed instructions on how to show anxiety, indecision, etc., the audience laughed profusely (while the studio audience cheered) each time a contestant hesitated or wiped his brow. Also evoking laughter were the Geritol commercials—bonus coverage which the sponsor did not want or ask for.

Quizmaster Jack Barry brought the house down when he asked two contestants, at the start of a show which a witness claimed was fixed, if they had received a lot of "free advice."



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The earthmoving industry is one of many that are benefiting from the extra high strength steels created by National Steel's continuing research.

Now, for example, through our Great Lakes Steel division's series of N-A-XTRA steels, the designers and manufacturers of the powerful earthmoving behemoths can build major new advances into their equipment.

For here are the extra high strength, heat-treated steels that make possible lighter weight construction without sacrifice in strength. The steels that make it possible to design for increased payload without increasing dead weight. The steels that can easily withstand heavy loading and impact and retain their toughness under extreme operating conditions. The readily formable, easily welded steels. The steels that are N-A-XTRA.

Want more facts on N-A-XTRA steels?

For details on how the N-A-XTRA steels can help you to build new advances into your products, too, send for our new, illustrated technical brochure. Write to Great Lakes Steel Corporation, Department NSF-5, Detroit 29, Michigan.

NATIONAL STEEL CORPORATION, GRANT BUILDING, PITTSBURGH, PA. Major divisions: Weirton Steel Company • Great Lakes Steel Corporation
Midwest Steel Corporation • Stran-Steel Corporation • Enamelstrip Corporation • The Hanna Furnace Corporation • National Steel Products Company

saw *Twenty-One* on tv, had "contempt" for it and had never used the sponsor's products. He said he had faith in Mr. Enright until the latter entered an "unholy alliance," but that he had always felt Mr. Barry was an "egomaniac."

Jackman's Testimony • Richard Jackman, now a New York labor organizer, who appeared on *Twenty-One* Oct. 23, 1956, said Mr. Enright gave him a set of questions and their answers in advance of the show and just before the show went on the air gave him specific question numbers to ask for. He said he thought the questions and answers given him before the show were practice questions.

After easily defeating three opponents and bringing his winnings to $24,500, he said, he had misgivings and told Mr. Enright he didn't want to go on because it was improper for him. He said Mr. Enright asked him to think it over and promised that if he would appear several more times he would be paid $100 a week for the rest of his life. When he still refused, he said, he was paid $15,000, Mr. Enright telling him that payment of the full $24,500 would throw the show's budget "out of whack."

(Mr. Jackman subsequently acknowledged to newsmen, after he left the witness stand, that he had been paid the remaining $9,500 of the prize money, saying it was paid when his lawyer instituted, or threatened to institute, a suit. This was after Edward Kletter, Pharmaceuticals Inc. vice president, testified an additional $9,500 had been paid.)

Mr. Jackman said he won $500 in two appearances on NBC-TV's *Tic Tac Dough,* also a Barry & Enright production, but hadn't been coached on answers. In *Tic Tac Dough,* he said, he shouted out the answers as soon as he though of them, but on *Twenty-One* was asked to pause before each answer.

A kinescope of Mr. Jackman's appearance on the program showed him scratching his head and making facial contortions and other signs of concentration before answering each question. An ironic comment during the program by one of his opponents, a Memphis schoolteacher, brought a laugh from the audience. Asked her opinion of rock and roll singer Elvis Presley, whom she formerly taught in school, she said the singer was "no worse than most of the things you see on the air today."

The Sponsor's Side • Edward Kletter, vice president and director of advertising for Pharmaceuticals Inc., sponsor of *Twenty One,* said the first indication his firm had of the alleged fix was when he read it in the newspapers. "Shocked" was the reaction he gave to the August 1958 article.

Pharmaceuticals Inc. sponsored *Twenty One* for 105 weeks (from October 1956 to October 1958), cancelling several weeks after the incident became public, Mr. Kletter stated. He said, after having been associated with Barry & Enright for several years, he found the story hard to believe and took Mr. Enright's assurances at face value that the questioning was on the level. However, he said, subsequent developments have convinced him that contestants were coached on correct answers.

Mr. Kletter said that Pharmaceuticals paid Barry & Enright $15,000 per show for production cost plus $10,000 weekly for prizes. In addition, the sponsor paid NBC approximately $50,000 weekly in time charges, he said. He denied ever discussing the "audience pull" of specific contestants with Barry & Enright or recommending that any specific contestant be kept on the program or dropped.

He said he had no knowledge and did not keep up with monies paid to contestants. The contract provided for prize money to be returned to the sponsor, he said, if an average of $10,000 weekly was not given out. No refund from this source was ever received or expected, he said, with actual prize money

handed out over the two years the program was on the air actually exceeding what the sponsor paid by $75,000.

Actual sales of Geritol, principal product advertised on *Twenty One*, were hurt by the scandal, Mr. Kletter said. In spite of this, the witness said, Pharmaceuticals continued to sponsor *Twenty One* for two months after the public disclosures. "We were not ready to throw these men out in the street until we had some facts," he said. Mr. Kletter reported that his firm made no independent investigation of the charges but was told by the network that it had investigated and found the charges groundless.

Mr. Kletter, formerly with the DuMont Tv Network, said that Pharmaceuticals Inc. sponsored another Barry & Enright show, *Concentration*, for four weeks after *Twenty One* was dropped "out of the graciousness of our hearts."

Subcommittee Chief Counsel Robert Lishman questioned Mr. Kletter at length about advances on winnings made to various contestants. The witness said that in some instances he was apprised of the advances but had no objections. He denied that this gave any indication that the shows were fixed.

Commercial Interest • Mr. Kletter said his main concern with the show was for the sponsor's commercials. He said he had no knowledge of how much was paid individual contestants. The sponsor assigned the rights to *Twenty One* to NBC in March 1958, he said, and the network contributed to its cost in return for Pharmaceuticals' purchase of other time periods.

While *Twenty One* was on the air, Mr. Kletter said, the sponsor considered the show a good $3½ million annual advertising investment. He said Pharmaceuticals' sales are approximately $25 million annually with about 40% of this amount going for advertising. He pointed out that the firm sponsored several tv shows other than *Twenty One*.

Rep. Springer asked the witness to furnish the committee with monthly sales of Geritol for the two years *Twenty One* was on the air.

Leibbrand Claims No Chance • Miss Rose Leibbrand, one-time contestant on *Twenty One*, testified that although she was given the answers to questions, she had no chance to win because of instructions on what point-value questions to select. Miss Leibbrand, former executive director of the National Federation of Business & Professional Women's Clubs, said that Mr. Freedman gave her the questions and answers, prior to the show.

He stressed, she said, that the questions already had been used and would not be asked on the show even though they were. Also, she testified, the producer insisted that she select questions worth not more than seven or eight points.

She was defeated Nov. 14, 1956, by Mr. Stempel.

Miss Leibbrand said she had no contact with anyone connected with *Twenty One* after her appearance. "They wouldn't look me in the eye," she said.

• Government notes

Tariff dispute • A complaint by WSAZ-TV Huntington, W.Va., alleging that AT&T has charged a greater compensation for program transmission channels between Columbus, Ohio and Huntington than that specified in FCC tariffs, was designated for hearing last week by the FCC. The proceeding will include inquiry into whether the charges, classifications, regulations and practices in the tariffs are unjust and unreasonable, or unreasonably discriminatory, and whether excess charges have been made and, if so, the amount of damages WSAZ-TV may be entitled to.

Grant for Bowling Green • The FCC granted George A. Brown Jr. a new tv

WITH ITS NEW, TALLER TOWER WGR-TV now covers more homes than ever before in the prosperous Western New York area and Canada. Strategically re-located in the center of the prime Buffalo area—the nation's 14th largest market—WGR-TV's new tower still provides metropolitan viewers with the best reception of any TV station.

Mail and phone calls confirm the fact that viewers in the Southern tier of New York and Northern Pennsylvania now get even better reception from WGR-TV. For advertisers interested in across-the-border coverage, WGR-TV now beams the best U. S. signal into Toronto and other parts of Southern Canada.

With complete Video-tape facilities—the first in Buffalo—and the finest NBC and local programming, WGR-TV offers advertisers better sales opportunities than any other station in the market.

For best results from America's most powerful selling medium, call your Petry television representative about availabilities on WGR-TV—this year celebrating its fifth anniversary.

NBC • CHANNEL 2 • BUFFALO

WGR-TV, WGR, Buffalo, N. Y. • WROC-TV, Rochester, N. Y. • WNEP-TV, Scranton-Wilkes-Barre, Pa.
WSVA-TV, WSVA, Harrisonburg, Va. • KFMB-TV, KFMB, San Diego, Calif. • KERO-TV, Bakersfield, Calif.

station to operate on ch. 13 in Bowling Green, Ky. and denied a competing application of Sarkes Tarzian Inc. The grant reversed a Sept. 8 initial decision which proposed the grant of the Tarzian application and denial of Brown.

More time for KSOO-TV • KSOO-TV Inc., Sioux Falls, S.D. has been granted additional time to construct its KSOO-TV and to increase visual ERP from 28.9 kw to 316 kw and its antenna height from 540 to 1,060 ft. Also granted by FCC was permission to move the proposed transmitter site from 9 miles east of Sioux Falls to about 33 miles east of that city. The construction under the modified permit is to commence not later than Dec. 7 and be completed not later than 6 months thereafter. The FCC simultaneously denied a motion by Midcontinent Bcstg. Co. (KELO-TV) Sioux Falls to change and enlarge issues. Comrs. Robert T. Bartley and Robert E. Lee dissented.

Charges false ads • The Federal Trade Commission has charged Safeway Stores Inc. with making false claims for its "Slender Way" bread, saying that despite Safeway's advertising on radio and tv and in newspapers, the bread is not a low calorie food, does not have less calories than ordinary bread, and eating it will not cause weight reduction nor prevent its gain, and added that the name itself is misleading. Safeway said it had no evidence of anyone being misled, but added it is studying the complaint. Safeway has 30 days to answer.

Quiz on Red channels • The Communists have picked up a dirty capitalistic trick—the use of quiz shows on radio programs beamed to the free world. This was reported by the U.S. Information Agency in its report to overseas posts on first half of 1959 international broadcasting developments. Prizes are trips to countries behind the Iron Curtain. USIA also reported that Communist radio broadcasting to the free world rose 7% this year over the same period last year, from 2,530 to 2,701 hours per week. Red broadcasts to the touchy Near East, South Asia and Africa rose 15% in the first six months of this year, USIA reported. The Voice of America, in comparison, now broadcasts 567 hours weekly in 37 languages.

Crowded hearing • About 100 lawyers attended the first pre-hearing conference in one of the FCC's wholesale radio hearing cases Oct. 6 in Washington. The meeting, too large for one of the FCC's regular hearing rooms, was held in the auditorium of the Dept. of Commerce. Almost 60 applicants are involved in the 1230-1240 kc case, which also affects more than 100 existing stations listed as "parties." The regular hearings are scheduled to start Nov. 23, with Hearing Examiner Charles J. Frederick presiding. More than 300 participants are expected to be present when the hearings commence.

Triple identity • WAVY-TV Portsmouth, Va., has been granted waiver of Sec. 3.652 (a) of FCC rules to identify itself with Newport News as well as Norfolk-Portsmouth. Comr. Robert T. Bartley dissented.

Moving day • The FCC last week waived Sec. 3.610(b) of the rules to give WEAR-TV Pensacola, Fla., (ch. 3) permission to move its transmitter approximately 0.7 mile, change its antenna system and increase antenna height from 1,213 to 1,220 ft. WEAR-TV will not be granted operating authority for the change until WLBT (TV) Jackson, Miss., begins regular program operations on ch. 3, with facilities presently authorized.

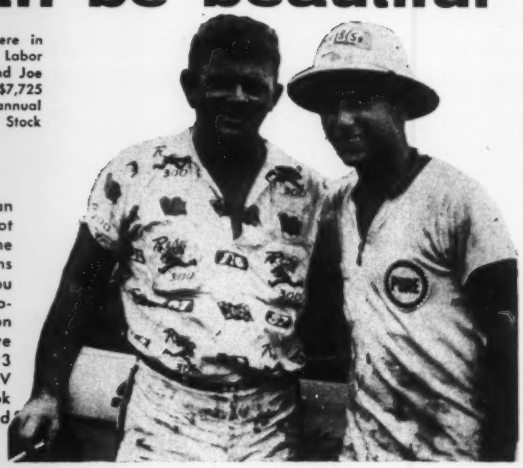
Sailing for Geneva • FCC Comr. Rosel H. Hyde was due to sail last Friday aboard the *U.S.S. Constitution* for Geneva to attend the plenipotentiary conference of the International Telecommunications Union. Comr. Hyde is vice chairman of the U.S. delegation. The conference, beginning Oct. 14, will take up administrative and procedural programs connected with the work of the UN-affiliated ITU. The shipping strike held up Comr. and Mrs. Hyde's departure for five days.

Applicant wants in • Sam H. Bennion, whose application for ch. 8 in Idaho Falls, Idaho, was dismissed by an FCC hearing examiner Sept. 9 because of failure to prosecute, has requested reinstatement. Should his request be refused, the FCC would grant ch. 8 to remaining applicant Eastern Idaho Broadcasting & Television Co. without further hearing.

Novelty missing • U.S. Court of Appeals in Washington has sustained a district court ruling dismissing a $1 million suit against CBS. Washington attorney Ben Paul Noble charged that in 1949 he offered WTOP-TV Washington, a CBS-TV affiliate, an idea for a tv program called *Letter of the Law*. The program was produced locally for 13 weeks, after which it was discontinued. Mr. Noble contended that the idea was appropriated by CBS in *The Verdict is Yours*. The lower court denied Mr. Noble's request for an injunction and for damages. The three-judge appeals court, by Circuit Judge Charles Fahy, upheld the lower court and referred to the fact that as a matter of law "the idea relied upon lacked the essential element of novelty."

"SECOND can be beautiful"

More than 80,000 people were in nearby Darlington, S. C., on Labor Day to watch Bob Burdick and Joe Weatherly team up to win $7,725 second money in the 10th annual world-famous Southern 500 Stock Car Race.



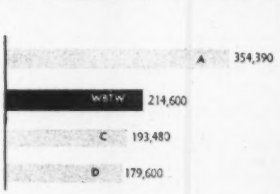
South Carolina's more than 2⅓ million citizens cannot possibly be covered by the first TV market stations alone. WBTW offers you easy access to South Carolina's second sociable million largely free from effective competition. Check NCS #3 totals for South Carolina TV stations. One good look and you'll agree "Second Can Be Beautiful."

Serving South Carolina's SECOND Biggest TV Market

WBTW FLORENCE, S.C.

Channel 8 Top Power

Total sets in Markets — updated Spring Set Count based on NCS #3 coverage.



THE JEFFERSON STANDARD BROADCASTING COMPANY represented nationally by CBS TV Spot Sales

"ADVERTISERS DELIGHTED..."

"WMBR-FM on the air a few days with PROGRAMATIC. Our engineers are impressed with the performance of the equipment and our advertisers are delighted with the music."

Sidney L. Beighley, Jr. WMBR-AM-FM, Jacksonville, Fla.

"SPONTANEOUS ADULT REACTION..."

"With PROGRAMATIC we have distinctively different programming and low cost operation. Spontaneous adult reaction far exceeds our fondest expectations.

Lee Howard, General Manager, WEAU, Eau Claire, Wisc.

"AROUND THE CLOCK..."

"Thanks to PROGRAMATIC we're going 24 hours around the clock. Entire staff most enthusiastic. Has given our programming a terrific shot in the arm."

Frank Lane, General Manager, KRMG, Tulsa, Okla.

"SEPARATE FM PROFITABLE..."

"Converted our FM Station from AM supplement to a profitmaker overnight thanks to PROGRAMATIC."

Jack D. Liston, General Manager, KGNC, Amarillo, Texas

STATIONS EVERYWHERE REPORT SPECTACULAR RESULTS WITH

Programatic

RADIO'S REVOLUTIONARY NEW AUTOMATIC BROADCASTING SERVICE*

Programming · Equipment · Commercial Injection

"PROGRAMMING WONDERFUL..."

"PROGRAMATIC programming wonderful. Music quality tops. Equipment superb. It's just what we've been looking for."

Ernest L. Spencer, President, KWIZ-FM, Santa Ana, Calif.

"VERY EXCITED..."

"We are all very excited about the potential PROGRAMATIC holds for the future. A fine piece of automatic equipment."

Richard B. Rawls, Vice President, KPHO Radio-TV, Phoenix, Ariz.

"ADULT MUSIC..."

"Our listeners and advertisers agree your adult music programming great. Thanks to PROGRAMATIC we have the only different sounding radio station in town—and the sound is profit."

Eugene A. Halker, President WQMN, Duluth-Superior, Wisc.

"USE ON AM AND FM"

"Surprised how totally and completely flexible equipment is. Tape quality excellent. I bought PROGRAMATIC for FM, but I am sure going to use it on AM."

Tommy Ward Lanyon, Gen. Mgr., KSPL, Diboll, Texas

"INCREASED PROFIT..."

"Initial advertiser response convinces us that PROGRAMATIC offers great new opportunity for increased profit."

E. K. (Joe) Hartenbower, Vice Pres., KCMO Radio & KCMO-FM, Kansas City, Mo.

Programatic

THE MUSIC WITH THE GOLDEN TOUCH

*SEE PROGRAMATIC IN ACTION AT THE **NAB** REGIONAL MEETING!

PROGRAMATIC BROADCASTING SERVICE
Dept. B
229 Park Avenue South • New York 3, New York

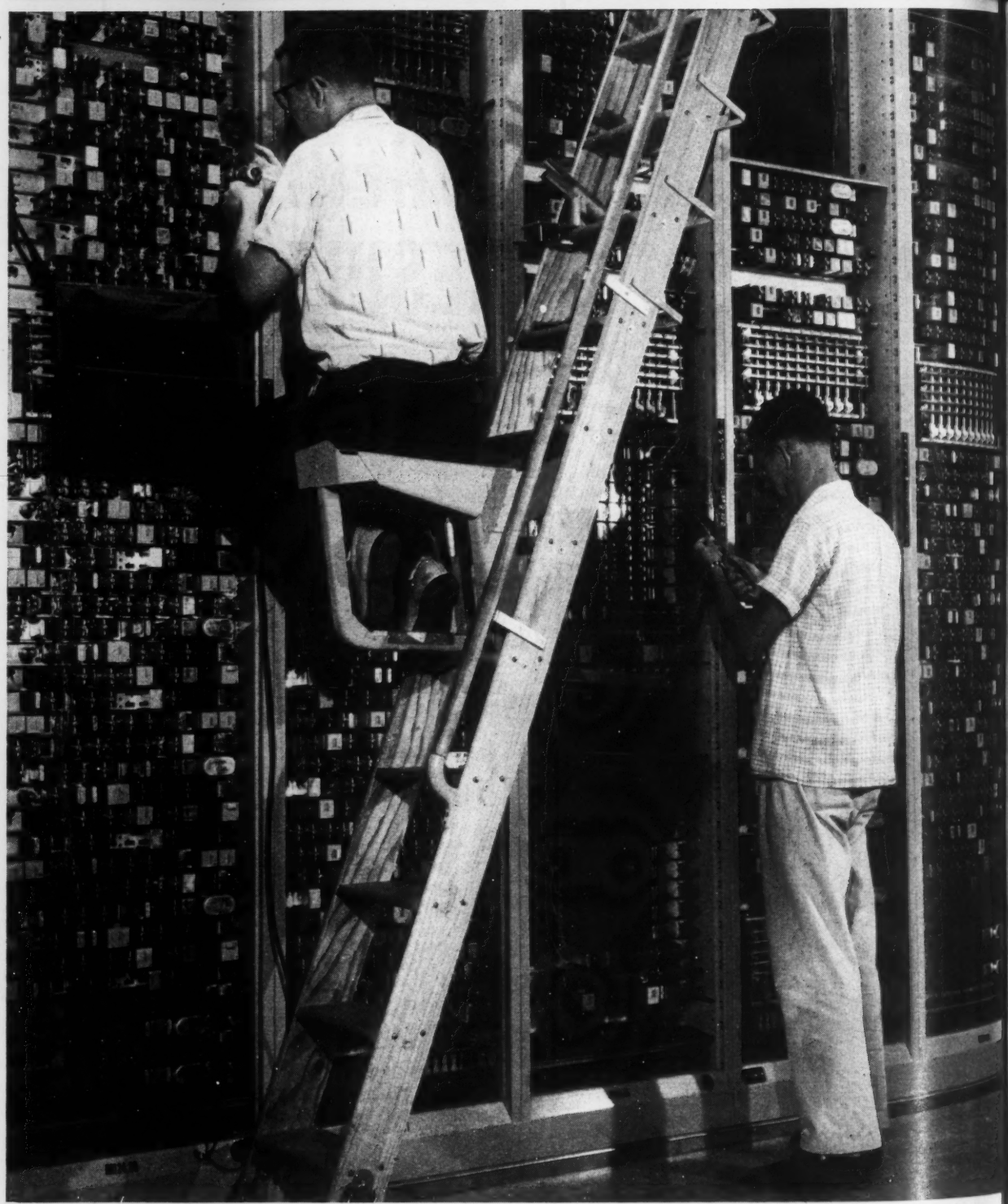
Show me how PROGRAMATIC can profitably go to work for my radio station.

name *(please print)* *title*

station *address*

city *zone* *state*

WESTERN ELECTRIC AND



DIAL SERVICE ON THE WAY. The Western Electric installers above are wiring a bay of dial switching equipment in a new Bell telephone office in Vincennes, Ind. By mid-December, the 18,000 citizens of this historic community on the Wabash River will be using one of the most modern telephone systems in the country — dialing directly both local and long distance calls. The complex equipment was made by Western Electric and is being assembled, wired and completely tested by skilled W.E. installers.

A TALE OF 6,700 CITIES

Last year skilled Western Electric installation teams helped provide more and better Bell telephone service for 6,700 U. S. cities and towns . . . perhaps yours.

The pictures on these pages show a team of Western Electric installers helping a Bell telephone company bring dial telephone service to its customers. In this case the town is Vincennes, Indiana – but it could have been your town.

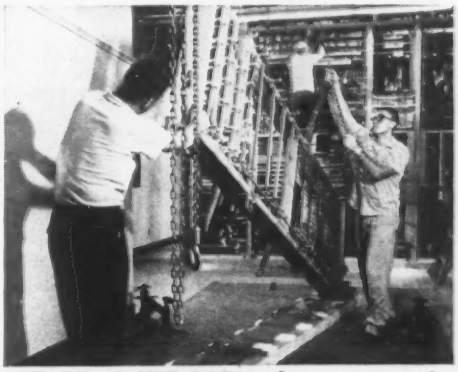
Like most Western Electric installation projects these days, the Vincennes job is a step toward dial telephone service for everyone served by the Bell System. Right now some 94% of all Bell customers have dial service. Many of them, as will the people of Vincennes, enjoy the added convenience of Direct Distance Dialing – dialing their own long distance calls quickly and accurately.

Working out of 123 key cities, our 16,000-man installation force installs the intricate Western Electric equipment which makes modern telephony possible. Their skill and craftsmanship contribute greatly to our goal of ever improving Bell telephone service.

Beside its installation activities, Western Electric Company has manufacturing plants in 25 cities where we make telephone equipment for the Bell System. Last year we purchased over a billion dollars worth of raw materials, products and services from more than 30,000 suppliers located in every state of the Union. Of these, 90% are "small businesses." The things we make and buy are distributed to the Bell telephone companies through Western Electric distribution centers in 32 different cities.

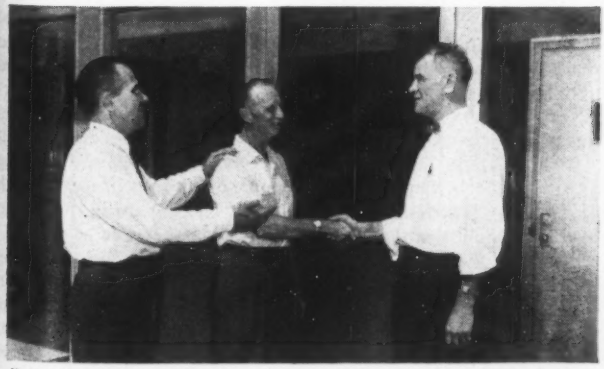
Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



STEADY AS SHE GOES. After uncrating, the intricate frames of switching equipment are hoisted upright and placed in position. One hundred ninety such frames are being installed in Vincennes, bringing dial service to over 7,000 telephone customers.

VINCENNES LUMBER DEALER, Jack Klemeyer (right), discusses the new central office with Western Electric's job supervisor Russ Bandy. The Vincennes business community is looking forward to the completion of the new office – improved telephone service is always a help to the businessman.



"MEET THE MAYOR." During an informal sidewalk conference, Chuck Rollins (left), manager of the Indiana Bell Telephone Company office in Vincennes, introduces Mayor Lloyd ("Red") Wampler (center) to Western Electric area supervisor F. E. Oliver. Mayor Wampler says, "We are certainly glad to have a dial central office installed in Vincennes. Improved telephone service is vital to our town's prosperity."

NEWSMAN'S OPINION. Howard N. Greenlee, General Manager of the *Vincennes Sun-Commercial* and radio station WAOV has a sharp eye for his town's future. He said, "These Western Electric men are a fine crew, and they're bringing Vincennes better telephone service for a better tomorrow."

INDIANA
OHIO
PENNSYLVANIA
MARYLAND
KENTUCKY
FLORIDA
WEST VIRGINIA
VIRGINIA
GEORGIA
NORTH CAROLINA
SOUTH CAROLINA
TENNESSEE
MISSOURI
MISSISSIPPI
ARKANSAS
ALABAMA

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N. S. I. #2

At a cost per M of 8.4¢

THE BEST BUY IN RADIO TODAY IN THE U. S. A.

Cincinnati, Ohio

'IDEAL NETWORK' IS OPEN

Panel notes 'a horrible compromise', mentioning 'junk we had to pick from'

A panel of programmers last week went shopping through shows of the fifties to schedule an "ideal network" for this season's opening forum of the Academy of Television Arts & Sciences at New York. Their choices included some of television's milestones. Others were picked from hunger, but it was apparent that given a choice between current fare and defunct, sometimes the old shows are best.

The ATAS panel: William Craig, radio-tv vice president of Grey Adv.; Michael Dann, CBS-TV's programs vice president at New York; Rod Erickson, tv sales vice president, Warner Bros. Pictures; Merrill Panitt, editor of *Tv Guide*, and Richard A. R. Pinkham, senior vice president in charge of radio-tv, Ted Bates & Co. Gene Accas, vice president for network relations at Grey, was panel moderator.

Making Do • Some of the 56 half-hours on the schedule represented "a horrible compromise," they said. "It was hard to get this much out of that junk we had to pick from," Mr. Erickson testified. Panelists agreed that day-to-day demands of networking limit creativity and allow "no time to be daring."

The cost of network tv today points to different developments for future tv, depending on who you are. Mr. Pinkham sees tv "breaking out of the half-hour straitjacket."

Mr. Erickson, longtime Young & Rubicam broadcast executive, used the forum to speak as a film man and deliver a promise that pay television is on its way with "better product."

Mr. Accas gave the network score in his five colleagues' selections. Of the 56 half-hours, 11 were ABC-TV shows, 28 CBS-TV and 17 NBC-TV. Variety, "the most basic appeal," accounted for 13 half-hours, drama 8 hours and situation comedy 8 hours. To westerns were devoted 6½ hours, mystery drama 6, music 3, quiz-audience participation 2 and sports 2.

Premises • It was specified that news would precede and follow the 7-11 p.m. nighttime block of programming and that pre-emptions would be made frequently for news and entertainment "specials." The panel's choice:

Sunday night—"Mr. Wizard," "Maverick," Red Skelton, "Playhouse 90," and "What's My Line?"

Monday—"You Are There," "Lassie," "I Love Lucy," "Texaco Star Theatre" (Milton Berle), "You Bet Your Life" (Groucho Marx) and "Lincoln Presents Leonard Bernstein."

Tuesday—"Leave It to Beaver," "Rifleman," Jack Benny alternating with George Gobel, "Gunsmoke," Perry Como and "Studio One."

Wednesday—"Ozzie & Harriet," "Victory at Sea," "Father Knows Best," "Perry Mason," "$64,000 Question" and "Wagon Train."

Thursday—"Mama," "Phil Silvers Show," "Godfrey's Talent Scouts," "77 Sunset Strip" and "Omnibus."

Friday—"Disneyland," "Real McCoys," "Ed Sullivan Show," "Alfred Hitchcock Presents," and "Cavalcade of Sports."

Saturday—"Your Hit Parade," Jackie Gleason, "Your Show of Shows," "Dragnet" and "Person to Person."

Three get $1.1 million from Ford Foundation

The Ford Foundation has made grants totaling almost $1,125,000 to assist three educational television projects during 1959-60, the foundation announced last Friday (Oct. 9).

The largest single outlay, totaling $769,442, was made to continue for the third year a nationwide experiment in classroom instruction by television in elementary and secondary schools. Grants of varying amounts were made to 20 educational groups and institutions throughout the country, which are conducting the experiment in approximately 500 schools.

Nine colleges and universities were allocated a total of $330,530 to free faculty members from their regular duties so that they may prepare and deliver television courses. The Greater Washington Educational Television Assn. was granted $25,000 for assistance with engineering, architectual, legal and other services required for the activation of an educational tv channel there.

'Live look' via tape for WTTG (TV) news

The use of pre-recorded video tape to create the impression of live video background for one-minute local live newscasts and weather reports is reported by WTTG (TV) Washington. The Washington independent says it can, unlike competing stations carrying network fare, break into programs with the newscasts during prime time to give listeners local news.

The method is described as being "practically 100%" less expensive than the same newscasts if they were done with a live camera crew on tap at night. The *Newsbeat* newscasts (three nightly) have a 10-second opening with pre-taped audio and video featuring an introduction by News Director Matthew Warren; the station then pre-

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proportional-spacing
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The search for the finest typewritten correspondence ends with the REMINGTON STATESMAN. For here is an electric proportional-spacing typewriter of such printing quality and precision manufacture that your every letter *looks* important... *is* important. The STATESMAN turns out proportionally-spaced correspondence as crisp and representative as your calling card.

Ask your Remington Rand representative for a demonstration of the *twenty* exclusive features that make the REMINGTON STATESMAN the world's finest proportional-spacing typewriter.

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tapes 45 seconds of video-only shots, using standard newsroom props such as maps and teletype machines; a five-second closing is then pre-taped, again featuring Mr. Warren, with both audio and video. When the newscast is run during a break in a filmed program, etc., Mr. Warren or another news announcer simply voices in late local news events live during the 45-second portion of the video tape.

Similar techniques are used for one evening *Weather Report* of 60 seconds, which features Tippy Stringer (Mrs. Chet Huntley) in the opening and closing portions. *Weather Report* is sponsored by Color Inc., paint and wallpaper distributor.

The 'seminar approach' to program production

The plethora of tv specials on the networks this season is keeping independent producers hopping. Robert Saudek Assoc., New York, which is creating and producing at least 25 and perhaps as many as 35 specials this year, might paradoxically be called "a custom-tailored tv factory."

This apparent contradiction in terms can be explained by pointing out that Saudek Assoc. is considered the sole tv producing organization in the hour or more programming field (live or tape) that maintains a year-round staff. It works on all shows bearing the RSA imprimateur. Other independent producers, according to RSA, hire the creative staff for each property as it goes into production.

Quality control • "We feel that our system, under which we use the same creative team, permits us to control and sustain the quality of various programs," comments Robert Saudek, president. "It is a most diffcult task to sustain quality when so many programs are being produced, some at various stages of the production process."

Mr. Saudek contends that the permanent key employe policy constitutes a vital factor in implementing what he calls the "seminar approach" in working out problems for particular shows. Before actual production begins, the staff assembles; goes over the script; offers ideas and challenges them; suggests improvements and discusses them. In the end, its Mr. Saudek who makes the final decision.

Most of the staff has been with Mr. Saudek since 1952 when *Omnibus* began with the Ford Foundation's TV-Radio Workshop. Mr. Saudek looks upon *Omnibus* as "a sort of seed-bed series," adding that many of the specials he will produce this season will sprout from the *Omnibus* format.

This year Mr. Saudek is committed to producing 25 specials but the number may rise to 35. He observes that Ford Motor Co. has signed for at least four concerts by Leonard Bernstein and the New York Philharmonic but as many as six may be produced. Similarly, Dow Chemical is sponsoring *at least* eight hour-long classic mystery programs but this is a minimum figure. Four other special dramas of one-hour length are under contract to NBC and eight other one-hour programs are close to sponsorship, according to Mr. Saudek. NBC plans to schedule six or more *Omnibus* programs in the *Sunday Showcase* and Friday night periods.

Some of the programs will be live and some on tape. Many of the latter shows are to be produced on location in Europe. Observes Mr. Saudek:

"We are in a sense a network without real estate or cables."

A typical seminar meeting • Executive producer Saudek (foreground center, with cigarette in hand) presiding at a "seminar" with (clockwise) Judith Barker, production control staffer; Henry May, scenic designer; Mary V. Ahern, feature editor; Leornard Bernstein, who has starred in various Saudek productions, and William A. Graham, a staff director. (Not shown in the photo are such RSA staffers at Alistair Cooke, associate in journalism; George M. Benson, drama associate; Richard H. Thomas, production controller; David Oppenheim, associate producer.)

Technamation process reproduces motion

A technique which reproduces virtually any type of natural motion, or can be used to create original motion effects, and which is easily adaptable to television commercial production, has been introduced by Technical Animations Inc., Port Washington, N.Y. The technique is called Technamation.

Prototypes of Technamation were on display at the Industrial Film and Audio-Visual exhibition at the Trade Show Building in New York.

The motions are accomplished by attaching to the back of a transparency the special Technamation material, which looks like Scotch tape, and illuminating or projecting the treated transparency with a specially screened light. The resulting motion is continuous and free of the flicker or stroboscopic effect involved in conventional animation or moving picture techniques. For the past month the technique has been utilized on the weather map shown each morning on NBC-TV's *Today* show. It also has been used for a Goodyear Tire & Rubber Co. commercial showing a spike piercing a tire, the air rushing out and the tire collapsing.

Benton urges pay tv to aid etv stations

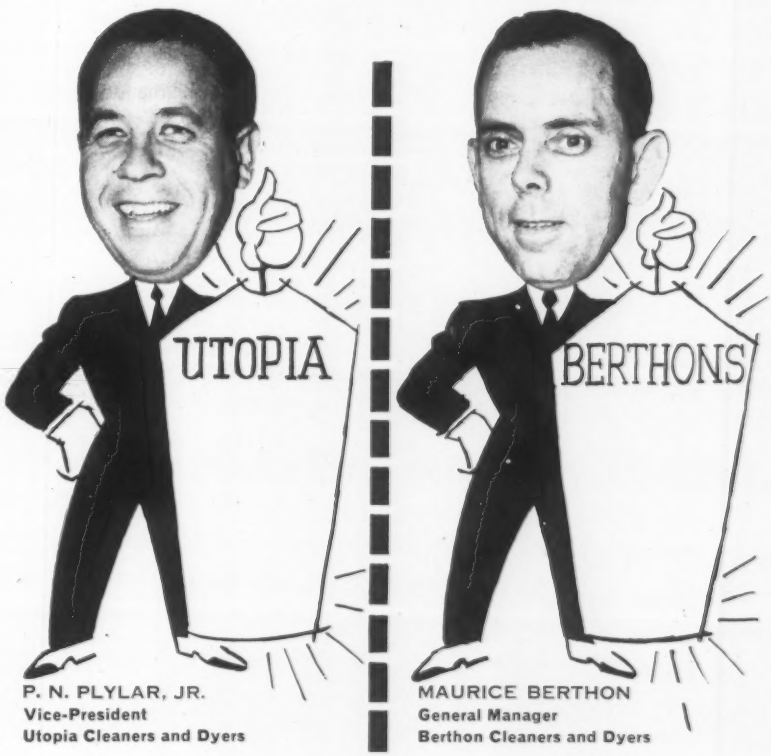
Educational tv stations should embrace pay tv to increase revenues, ex-Sen. William Benton, publisher of *Encyclopedia Britannica*, said Oct. 1 in an address to the National Democratic Women's Club in Washington. Pay tv will not pose a threat to commercial tv stations and networks, he contended, advising them to request the FCC to permit pay tv for educational outlets.

"The tens of thousands who now trudge to evening courses in history, economics and politics, and great books —through rain and snow and dark of night—could become hundreds of thousands and millions," he said. "The ever-accelerating pace of social change requires that the mass media must learn to serve as 'schools of the public'."

TelePrompTer sales

Sales of TelePrompTer, New York, rose in the first half of '59 to $1,910,194 from $1,613,321 in the comparable period of 1958, according to a semi-annual report by Irving B. Kahn, TelePrompTer president-board chairman. Report stressed that company's Communications Div., which handles closed-circuit telecasts, "has consistently led the industry in both dollar volume and in number of events."

COMPETITORS, YES...



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Vice-President
Utopia Cleaners and Dyers

MAURICE BERTHON
General Manager
Berthon Cleaners and Dyers

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"We feel that quality dry cleaning and quality radio go hand in hand. That's why we use WAPI radio exclusively to deliver our sales story. This is the station with the adult audience."

WAPI

50,000 Watts*
BIRMINGHAM, ALABAMA

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL CO., INC.

*5,000 Nights

List radio—tv rules for '60 Olympic games

Regulations for accrediting radio-tv stations that wish to cover the Feb. 18-28 VIII Olympic Games at Squaw Valley, Calif., have been firmed up by the Organizing Committee's Radio-Tv Advisory Committee.

The accreditations are in three classes: "A," includes all national organizations and networks (domestic and foreign); "B," includes regional networks, ownership groups and all California and Nevada stations; "C," covers individual stations outside those two states.

CBS-TV has bought the telecasting rights to the winter games, but Olympic rules permit tv and movie newsreels to show three minutes of Olympic footage daily providing none use more than three such segments in all news programs within 24 hours and provided there are at least four hours between each showing.

There are no restrictions on the number of interviews originating from the valley. A newsreel pool has been organized to make newsfilm of events available to stations.

• Program notes

In the majors • *Master Control,* half-hour taped series produced by the Southern Baptist Radio & Television Convention, now is in nearly 100 markets. The series, offering light music and celebrity interviews, is aimed at major-market distribution. The format, called a departure from standard religious programming, is patterned on NBC's *Monitor.*

Sharing the fire • KOFI Kalispell, Mont., covered a fire in the same block as its studios by extending a mike out of the control room window. The fire was not out when the daytimer signed off in the evening so KOFI fed fulltimer KGEZ Kalispell with beeper reports. This coverage continued until KOFI had to evacuate the studios because the fire was spreading. KOFI's staff worked through the night to get the station on the air the next morning.

Authoritative • Stock reports on the 6:30 p.m. newscasts of WNEW New York should sound authentic. They are delivered by Wall Streeters fresh from the day's transactions. A corps of brokers, customers' men, market analysts and financial writers serve on a rotating basis, telephoning WNEW their one-minute summaries shortly after closing. The idea started as an experiment a few weeks ago and has since been adopted as a regular feature of the daily newscasts.

Race action • Banner Films Inc., New York, has acquired from International Film Distributors Inc., N.Y., distribution rights to "Speedway International," new series of 39 half-hour films of major auto, motorcycle and motorboat races. Available in color and black and white, the series was released for syndication Sept. 21.

Splish splash! • KFSD-AM-TV San Diego went aquatic to cover the record-breaking 22 mile ocean swim of young Carol Chaplin from Coronados Island to San Diego. Hiring a boat, KFSD promotion director Frank Reynolds, and two cameramen kept the mainland informed on Carol's progress and filmed the entire trip for KFSD-TV's nightly news program.

No sale • WABC-TV New York said last week that it will not carry *Love Is the Problem,* across-the-board half hour series offered by Alexander Film Co., Colorado Springs. The Alexander Co. had reported the sale to BROADCASTING, which carried an item to that effect Sept. 28. A.L. Hollander Jr., program director of WABC-TV, said the station had been interested in the series earlier this year but that it subsequently cancelled the order.

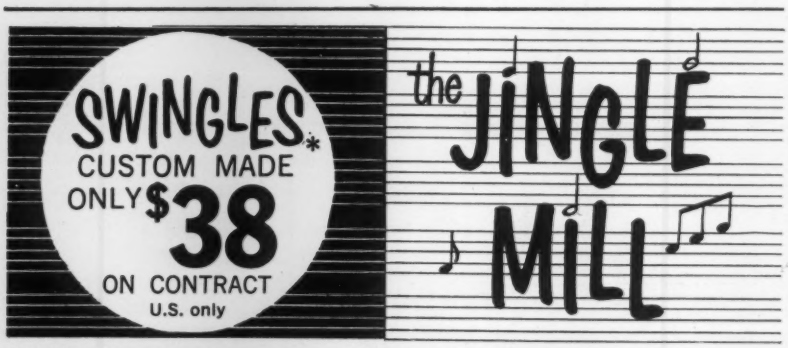
Country, western music • *Roy Acuff's Open House,* a filmed syndicated country and western music series, is being put on the market by Acuff-Rose Artists Corp., Nashville, which is handling sales-distribution. The series is a presentation of Milroy Productions Inc. there. Sales representatives: John T. Link, Nashville; Ben Berry, Chicago.

Family Advice Feature • Creative Services Inc., Chicago, reports sale of *Dottie Frye, Your Dear Friend,* capsule family advice feature, to following stations: WNDY South Bend, Ind.; WELL Battle Creek, Mich.; WAZL Hazleton Pa.; WHLL Wheeling, W. Va.; WEEL Fairfax, Va.; WCMP Pine City, Minn.; KRDO Colorado Springs, Colo., and KITN Olympia, Wash.

Sales 'locked up' • Ziv's sale of *Lock-up* to WRCA-TV New York brings exposure to 189 markets, the program firm reports. Other recent purchasers of the crime stories starring MacDonald Carey: Rural Electric Cooperative for Montgomery, Ala.; Child's Big Chain food stores, Tyler-Longview, Tex.; Barber Transportation Co., Rapid City, S.D.; Savannah Sugar Refining Co., Johnson City-Bristol, Tenn., and Rose-Talbert Paint Co., Columbia, S.C.

Target: teens • New project of USO public relations department, which operates on behalf of welfare of Armed Forces personnel, will be organization of "USO-Disc Jockey Network" to reach pre-induction teen-age audience catered to by dj's. To be undertaken during next year, project contemplates exchange of lists of most popular recordings being played by Armed Forces Network (AFN) disc jockeys throughout world for GI audiences, which USO hopes will give dj's on domestic stations incentive to play same recordings. USO identification would be established through "USO—Wherever They Go". Heading project is Col. Edward M. Kirby, war-time head of Radio Branch of Army and former NAB public relations director. •

Small-fry taped • KTLA (TV) Los Angeles this month is to start *Dixieland Small-Fry* both as a local program and as a taped show for national syndication by Paramount Television Productions. Half-hour show, featuring a band composed of professional musicians aged 12 to 16 plus teenage vocalists, is designed to reverse the formula of adult performers with teenage appeal by using teenage entertainers with an all-family appeal, adults as well as youngsters. The series is produced and written by Tom Cole and Bill Hollingsworth.



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COMMERCIAL SWINGLES, TOO. Complete custom-made — no open ends and no inserts.

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COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

Oct. 12-16, 19-21 (6:30-7 a.m.) **Continental Classroom.**

Oct. 12-16, 19-21 (12:30-1 p.m.) **It Could Be You,** participating sponsorship.

Oct. 12, 19 (10-11 p.m.) **Steve Allen Show,** Plymouth through N.W. Ayer.

Oct. 13, 20 (9-9:30 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Dancer-Fitzgerald-Sample.

Oct. 13, 20 (9:30-10:30 p.m.) **Ford Startime,** Ford through J. Walter Thompson.

Oct. 14, 21 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Oct. 14, 21 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Oct. 15 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

Oct. 16 (8:30-9:30 p.m.) variety program.

Oct. 17 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking through Ted Bates.

Oct. 17 (10:30-11 a.m.) **Ruff and Reddy Show,** Mars through Knox-Reeves and Borden through Benton & Bowles.

Oct. 17 (2:15 p.m.-conclusion) **NCAA** football, participating sponsorship.

Oct. 17 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.

Oct. 18 (8-9 p.m.) **Our American Heritage,** Equitable through Foote, Cone & Belding.

Oct. 18 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.

Oct. 18 (10-11 p.m.) **Rexall TV Special,** Rexall through BBDO.

UPI manual • A press-wire manual to guide newscasters will be prepared by a committee representing United Press International broadcast associations in New York state and New England. The year-long project is designed to provide a guide containing sections on collecting, writing, editing and distributing radio news. Basis of the handbook will be a preliminary draft written by Alan Wade, New England radio news editor of UPI, Boston.

Talent hunt • Because the disc jockey is most apt to be exposed to new local talent and because he is best equipped to judge its value, Tops Records is calling on the nation's deejays to aid it in building a strong artist roster, following Tops' entry into the singles field. George Sherlock, national promotion manager of Tops, who is already auditioning several performers suggested by station platter spinners, invites any disc jockey who knows of a performer he thinks Tops should audition to send a master or audition dub to Dave Pell, A&R director, at Tops' western headquarters at 5810 S. Normandie Ave., Los Angeles 44. Mr. Sherlock is himself contacting deejays in Atlanta, Baltimore, Chicago, Cleveland, Detroit and Philadelphia during a trip to introduce Tops' first single release in those markets.

New package • Sterling Television Co., New York, has released 150 fully animated color cartoons, each of which is introduced and hosted by a character named "Capt'n Sailor Bird," also the title of package. Episodes are in "cliff hanger" form—providing a carryover from one chapter to the next. The series was created for tv by Ted Eshbaugh Studios, New York. Sales of the package have been concluded with WGN-TV Chicago and WGR-TV Buffalo, Sterling reported.

Game broadcasts • WINS New York announces an agreement with Madison Square Garden executives for broadcast rights to home and away games played this season by the New York Rangers (hockey) and the New York Knickerbockers (basketball). A minimum of 127 contests out of a total of 145 games will be covered, it was reported. Anheuser-Busch for its Budweiser beer, through D'Arcy Adv. Co., St. Louis, will sponsor the broadcasts. Broadcast starting dates: Oct. 7 for the Rangers, and Oct. 24 for the Knicks.

Clark in Milwaukee • WOKY Milwaukee has scheduled the Dick Clark Caravan of Stars into the 12,800-seat Milwaukee Arena Oct. 31. Billed as a *WOKY Spectacular,* the program will include singers Paul Anka, Lloyd Price, Duane Eddy and others.

ATAS honors Godfrey • The Academy of Television Arts & Sciences in New York has chosen Arthur Godfrey as guest of honor for its "Close-Up 1960" dinner and show. The second annual ATAS tribute is being accorded the CBS personality for his "outstanding contribution to television." The event will take place Dec. 4 at the Seventh Regiment Armory on Park Ave., with Charles Andrews, producer of the Godfrey CBS-TV programs, in charge of the featured show. David Tebet, NBC director of talent relations, is chairman of the committee handling the affair.

WOWO Heritage Awards • A competition "to bring recognition to teachers and stimulate students' interest in history" is being run for the second year by WOWO Fort Wayne, Ind. Registration blanks for the Heritage Award have been sent to the state's high schools. Deadline for entries is April 1, 1960. The competition calls for a selected student from each school to write a history essay. The winning student and his teacher will receive an expense-paid trip to places of historical interest.

NEGRO
Community Programming
+

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Programming
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NEW YORK DE 5-1600
*10:00AM-5:30PM
**5:30PM-10:00AM

SMPTE HEARS VIDEO REPORTS

Sarnoff Medal to Dr. Walter Baker

Progress reports on the latest developments in video tape recording and in television equipment and practices were presented during a convention of the Society of Motion Picture & Television Engineers in New York last week.

A highlight of the meeting was the presentation of the David Sarnoff Gold Medal of SMPTE for "meritorious achievement in television engineering" to Dr. Walter R. G. Baker, president of the Syracuse University Research Corp. The citation praised Dr. Baker's "long career in electronics" and his achievements as chairman of the National Television Systems Committee, which worked out technical standards later accepted by the FCC as the basis of the commercial television system in the United States.

Papers read at the convention included:

"A Transport Mechanism Design for the Television-Tape Recorder," by J. G. Lee, Broadcasting and Tv Equipment Division, RCA, which describes the major units of a television transport mechanism and explains the basic function performed by each unit.

Double System • "Double System Recording and Editing with Video Tape," by Oscar Wick, NBC, Burbank, Calif., which points out that the practice of the motion picture industry is to record and edit sound and picture separately. This procedure, Mr. Wick claims, affords "vastly improved" production flexibility over single-system methods. This added flexibility can be used to advantage with video tape, according to Mr. Wick.

"Video Tape Recording and Interchangeability Requirements," by K.B. Benson and P.E. Gish, CBS-TV, New York, which notes that the use of tape in broadcasting usually requires that recording be played back with a different head assembly from that employed for the original recording. It is essential therefore to maintain close control of many manufacturers parameters and operating standards, the authors assert. Essential electrical parameters are said to include the value of carrier frequency corresponding to reference video levels, and standardization or response-frequency characteristics of audio, video and carrier channels. Mechanical dimensions to be controlled include those relating to the video-track azimuth, pitch and width, the authors pointed out.

"Problems in Video Tape Editing," by Ralph R. Wells, Columbia Pictures Corp., Hollywood, which suggests the use of printed edge numbers, magnetic cue tracks, sprocket holes and electronic synchronizing systems as possible solutions for technical problems arising in editing tape.

"Video Tape Analyzer," by A.A. Goldberg and Merle R. Hannah, CBS Labs., Stamford, Conn., which describes the functions of the VTA. The authors point out that the Analyzer measures these tape parameters: number and characteristics of dropouts, comparative frequency response, comparative noise figure, comparative sensitivity and output level, and ability of tape to resist mechanical abrasion.

Amplifier • Other papers relating to broadcasting included: "A Special effects Amplifier for Non-composite or Composite Monochrome or Color Tv Signals," by Ralph Kennedy, NBC New York; "A Noise-Stripping Process for Picture Signals," By R.E. Graham, Bell Telephone Labs.; Murray Hill, N.J.; "Eidophor: The Image Bearer," by Felton Davis Jr., Eidophor Inc., New York; "A New Method for Measuring and Controlling Brightness Values for Studio Lighting," by Century Lighting Inc., New York.

Production of radio, tv sets ahead of '58

Radio and tv set production and retail sales are running well ahead of last year.

A gain of nearly 50% in radio set output was reported Oct. 8 by Electronic Industries Assn.—8,946,044 sets (including $3,434,345 auto models) for the first eight months of 1959 compared to 6,193,529 (1,893,813 auto sets) in the same 1958 period. Fm set production totaled 290,862 units for the period, more than double the 134,653 in the same 1958 months.

Radio set production in August total-

For speedy hi-fi spots • Broadcast Electronic Inc., a new Washington-based firm, has introduced the Spotmaster—a high-fidelity magnetic tape recorder which cues electronically as it plays. It is an all-transistorized unit designed to handle any number of spots or promos running from 5 seconds to 41 minutes in length. Shown above are two of the compact playing units and a rack of plastic-encased continuous-loop-tape cartridges. Designed for radio and tv operations and modified for use by small as well as large stations, the Spotmaster is available for sale or lease (maintenance included) and costs $300 for recording unit and $600 per playback unit. Speed of operation, tightness of cues, ease of maintenance and durability and quality of the lubricated magnetic tape are among its advantages.

Officers of Broadcast Electronics are: Ben Strouse, president of WWDC (Washington) Inc., president; William T. Stubblefield, consultant and assistant to president; Jack Neff, vice president, sales, and Ross Beville, WWDC engineer, treasurer. Above named are also on board of directors.

ed 1,009,423 sets (279,424 auto, 42,886 fm) compared to 981,394 (242,915 auto, 21,335 fm) in August 1958.

Retail sales of radios totaled 4,357,421 units (excluding auto sets) for the January-August period compared to 3,806,519 in the comparable 1958 months; 671,713 in August compared to 628,840 in the same 1958 month.

• Technical topics

New mike • Audio Electronics Div. of Superscope Inc., Sun Valley, Calif., has introduced the Sony CR-4 Radio (Wireless) microphone. Operating on 27.12 mc fm, the model consists of an all-transistorized fm transmitter and an eight-tube fm receiver with wide band AFC, a small lavalier dynamic microphone and carrying case. Price: $250.

Pay-tv equipment • Jerrold Electronics Corp., Philadelphia, has reached an agreement with International Telemeter Co., a division of Paramount Theatres, to manufacture equipment for Telemeter's proposed pay-tv operation in West Toronto, Canada. Jerrold is working with Trans Canada Telemeter and Canadian Bell Telephone Co. in the construction of the outside plant and basic distribution equipment for the Canadian operation, according to E.E. Fitzgibbons, president of Trans Canada Telemeter, a division of Famous Players Canadian Corp. The agreement also calls for Jerrold to manufacture special electronic amplifiers and related distribution equipment, as well as to engineer and install Telemeter closed-circuit systems.

Aural color • Audio Devices Inc., N.Y., is making recording tape in two new colors. Blue and green have been added to the standard oxide brown. They are offered to help users separate categories of recorded material, master tapes and others and material recorded at different levels or equalizations. Blue and green tape is identical to quarter-inch standard brown, selling for the same price and available on 10½-inch professional reels and other sizes.

RCA ships gear • RCA reports the following shipments to stations: color tv tape recorder to a government location (identity and location withheld): a monochrome vtr to WISN-TV Milwaukee, two vtr's to WBAL-TV Baltimore; a superturnstile antenna and a used 25-kw amplifier to KMMT (TV) Austin, Minn.; a pylon antenna to WFAM-TV LaFayette, Ind.; a used pylon antenna and used 1-kw transmitter to KNDO (TV) Yakima, Wash.; an 11-kw transmitter to KOLO-TV Reno; used 5-kw transmitter to Midwest Electronics, Fargo, N.D., and a 10-kw transmitter to WFBG-TV Altoona, Pa.

KTVH is
POWER SELLING*
in Central Kansas

to SELL KANSAS

* More people view KTVH than any other Kansas TV (Nielsen, June, 1958).

BUY KTVH
STUDIOS IN HUTCHINSON AND WICHITA
BLAIR TELEVISION ASSOCIATES, INC.

WHERE THERE'S A FINE TAPE RECORDER...

there's irish ferro-sheen tape

note to MAGNECORD owners

To insure optimum recording quality with your excellent machine, the recommended tape is irish #211... and for uninterrupted recording, irish #602 gives 50% more playing time than standard tape on any given reel size. Send for technical bulletin.

ORR INDUSTRIES INC.
Opelika, Alabama

INTERNATIONAL DIVISION

Donald Coyle heads ABC overseas outlet

The establishment of ABC International Div. as overseas subsidiary of American Broadcasting Co. was announced Tuesday (Oct. 6) by Leonard H. Goldenson, president of AB-PT Inc.

MR. COYLE

Donald W. Coyle, who has been vice president and general sales manager of ABC-TV for the past year, was appointed vice president in charge of the new division. The appointment, announced by Mr. Goldenson, is effective immediately.

In outlining purposes of ABC International, Mr. Goldenson said:

"It is safe to predict that there will soon be 50 million tv homes in the free world outside of this country and eventually as many as 100 million. They constitute an ever-increasing market for American programming, which we intend to go after. Additional revenue obtained from foreign markets can make possible heavier investments in the production budgets of future ABC-TV shows and make them even stronger qualitatively. Thus the American viewer as well as the viewer abroad will gain from our expansion in other parts of the world."

Global network • In addition to economic aspects, the AB-PT president pointed to the cultural significance of the plan. "This broadening of our horizons will promote the free exchange of ideas between nations, which can only increase the richness and breadth that television has to offer the peoples of the entire world," he said.

Eyeing future growth of the international division, Mr. Goldenson called it "the first step toward an ultimate ABC international network—programmed at first via tape and film but in the not-too-distant future perhaps by direct 'live' transmissions relayed from satellites orbiting around the earth as it spins."

Mr. Coyle, who was elected vice president in 1957, joined ABC in 1950 as a research writer. He was promoted successively to director of research for ABC-TV, director of research for the entire company, and director of sales development and research for ABC-TV.

Canadian set sales

Canadian tv receiver sales in the first eight months of this year totalled 22,552 units as compared with 225,307 in the 1958 period, while radio receiver sales totalled 345,168 this year as against 313,489 in January-August, 1958, according to the Electronic Industries Assn. of Canada.

Tv set sales were highest in Ontario with 89,420 units, followed by 49,308 in Quebec province, and 19,088 in Alberta. Sales of portable sets were up to 40,722 units in the period, compared with 36,594 in 1958.

Radio receiver sales were also highest in Ontario with 154,719 units out of the Canadian total, with 83,963 going to Quebec province. Transistorized sets sold in the January-August periods numbered 63,351.

CBC SHAKEUP

New vice-presidents, general managers

To establish a more direct link between Ottawa headquarters of the Canadian Broadcasting Corp. and its production centers, a regrouping of eight departments and eight operating divisions under four staff vice-presidents and three divisional general managers has been announced at Ottawa by CBC President Alphonse Ouimet.

Three new vice-presidents have been appointed. Marcel Carter, 45, former controller of management planning and personnel, has been named vp for administration and finance. R.C. Fraser, 43, former director of public relations, has been designated vp for corporate affairs, which will include preparing submissions before the regulatory Board of Broadcast Governors. J.P. Gilmore, 42, former controller of operations, will be vp for engineering and operations.

A fourth vp will be in charge of programs and sales, but no appointment has been made yet. Meanwhile the post will be handled by Mr. Ouimet.

New General Managers • General managers appointed are Charles Jennings, 51, former controller of broadcasting to general manager for regional broadcasting; Marcel Ouimet, 44, (no relation to president Ouimet) former deputy controller of broadcasting to general manager for French-language network broadcasting; and H.G. Walker, 51, former director for Ontario and English language network broadcasting. R.P. Landry, 61, former controller of administration, has been named assistant to the president.

A.M. Henderson, CBC comptroller, continues as principal financial officer and chairman of the management finance committee.

The many changes have been discussed for some time, following the change-over for the CBC from an operating and regulatory organization, to a purely operating body. Regulatory powers are now vested in the Board of Broadcast Governors.

• Abroad in brief

O'Brien moves • O'Brien Adv. Ltd., Vancouver, B. C., has closed its Toronto, Ont., office, and opened an office at Ottawa, Ont., for handling the National Defense Department account. Bob Hay is manager of the Ottawa office.

Overseas sales • Fremantle International Inc., New York, reports sales of first American films to television outlets in Portugal and Lebanon. Radiotelevisao Portuguesa, Lisbon, contracted for two WPIX (TV) New York specials—"The Russian Revolution" and "The Cold War," and five series: *Jungle, Bom* (British produced children's show), *Movie Museum, Time Out for Sports, Wonders of the Sea* plus a library of Encyclopaedia Britannica films. Compagnie Libanaise de Television in Beyrout, Lebanon, which goes on the air this fall, purchased *The Big Fights, Hopalong Cassidy* (in both English and French versions), and the Encyclopaedia Britannica film library (dubbed in Arabic).

Swedes' choice • About 80 different tv set brands are available in Sweden. The condition is due to liberal import policy there. Among the sets are ones from East Germany and Japan.

Writers' association • Union Internationale de la Presse Radiotechnique et Electronique (radio, tv and electronics trade writers association) was formed at the Frankfurt (West Germany) Radio Show. Members are in two groups: (1) trade press editors, publishers and free lance writers; (2) radio and electronic industries sponsors, institutes and government agencies. UIPRE has members in West Germany, Denmark, France, Britain, Holland, Italy, Norway, Austria, Switzerland and Spain. The group's president: E. Aisberg, directeur, Societe des Editions Radio. Address: P. O. Box 14, Haarlem, Holland.

Japanese exports • Japan has sent about $60,000-worth of transistor radios to West Germany by air freight. The transaction, reportedly handled by an American company, involves 8,500 sets. A further 10,000 Japanese transistor sets are said to be exported to Germany by ship.

Phono disc exports • Of the 10 million phonograph records West Germany exported last year, the U. S. took 180,000. The number of records sent to other countries as reported by GEMA (West German musical rights society): Switzerland, 2 million; Austria, 1.4 million; Holland, 1.3 million; Sweden, 1.1 million; Belgium, 967,000; Italy, 442,000; France, 279,000; Nigeria, 122,000.

German commercialism • Suedewestfunk (Southwest German Radio) has made plans to add sponsors to its otherwise noncommercial schedule. The plan calls for a six-minute sponsored show each weekday.

French buy No. 1 • The French government is buying radio station Europe No. 1, a French-language station broadcasting from West Germany. It claims an audience of 10 million Frenchmen. Owner, Son et Images, is selling 48% of its shares to the French government.

Crosses equator • Institute for Motivational Research, Croton-on-Hudson, N.Y., announces the opening of offices in Buenos Aires, Argentina; Rio de Janerio and Sao Paulo, Brazil; and Caracas, Venezuela. IMR will provide U.S. clients with data on consumer buying habits and needs in the expanding South American markets. Dr. Ernest Dichter, IMR president, left New York Sept. 18 to address advertising and business groups in IMR's new branch office cities as well as in Lima, Peru, and Santiago, Chile.

Tv rate cards • CJSS-TV Cornwall, Ont., has issued its first rate card, effective Oct. 1, and CHAU-TV New Carlisle, Que., its first card as of Sept. 15. CHAU-TV operates on ch. 5 with 100 kw video and 52 kw audio. J. R. Peloquin is commercial manager and Marcel Chabot is technical supervisor. Station is represented in Canada by Joseph A. Hardy & Co. Ltd., and in the U.S.A. by Young Canadian Ltd. CJSS-TV on ch. 8 with 260 kw video and 130 kw audio, is represented by Trans-Ocean Radio & TV Representatives Ltd., in Canada and by Weed Television, New York. Ernest W. Miller is president and general manager.

CHLO changes hands • CHLO St. Thomas, Ont., will shortly start operations under new ownership. General Manager John L. Moore, along with Al A. Bruner of CJSP Leamington, Ont., and Andy McDermott, Radio & Television Sales Inc., Toronto, Ont., have bought majority control of the station. Mr. Moore was formerly with CJSP.

Dutch, Swedish tv • The Netherlands and Sweden will pass the 500,000 mark for tv sets in use within the next few weeks.

BRITAIN'S 'TV ELECTION'

Films, panel discussions highlighted as England decided before voting

"Fireside chats," documentaries, panel discussions and an uproar over "Rawhide," an American western series, were among the various elements which enlivened Britain's first all-out political battle waged on television. In the three weeks prior to the Oct. 8 election the Conservative and Labor parties each was permitted five telecasts. The intense interest in the medium resulted in some British newspapers dubbing this year's campaign the "tv election."

In contrast to the 1955 general election, when only the BBC existed, there are now two networks and an estimated nine million tv sets. By general consent, the Laborites have won the merit awards, according to a report released last week by UPI.

The Conservatives fired first with a "fireside chat" between Prime Minister Harold MacMillan and his top ministers. One London paper called the program "almost embarrassing in its naivete." Labor followed two days later with a documentary on life in Britain, starring labor leader Hugh Gaitskill. He was rated an instant success as a tv personality.

Acting Lessons • A young man named Kenneth E. Peay is reportedly the "judge and jury" for labor's programs. He gives politicians a two-hour course in how to perform. They appear first on closed circuit tv and then Mr. Peay discusses the performance with them. Across the street in Conservative headquarters, the tv master mind is 65-year-old John Hinchcliffe, who gives such tips as "don't loll back in your seat . . . because it makes most people look infuriatingly superior."

The tempest over "Rawhide" is the result of an agreement between the political parties and the television companies that there be no such progams as westerns to "distract from the voting." However, Associated Rediffusion, a commercial network, announced that "Rawhide" would be shown at 7 p.m. on election day, right after people get out of work and just before the polls close. Laborites feared that more of its party members are western watchers and might be tempted to go home instead of to a polling booth.

RCA THESAURUS TURNED THE TOWN UPSIDE DOWN!

Looking to set new radio time sales records in your market? Using only *one* RCA Thesaurus commercial feature, KMA, Shenandoah, Iowa, hit new sales heights recently. Here's what Station Manager Anthony J. Koelker says about his Thesaurus experience: *"85,000 listeners* registered at sponsoring stores in 4-week SHOP-AT-THE-STORE-WITH-THE-MIKE-ON-THE-DOOR campaign ...86 *new* accounts...all delighted with results! Promotion made March 1959 *KMA's BEST BILLING MONTH IN TEN YEARS!"*

RCA Thesaurus will push *your* sales graphs up! Write for the complete Thesaurus details today.

RCA THESAURUS

155 East 24th Street • New York 10, N.Y.
Chicago, Nashville, Atlanta, Dallas, Hollywood

FATES & FORTUNES

Broadcast Advertising

• ROY DANISH, formerly vp of McCann-Erickson's Marschalk and Pratt Div. and previously vp and assistant to president of MBS, joins Smith/Greenland Co., N.Y., as vp and member of plans board.

• DONALD M. SMITH, formerly vp and account supervisor at Kenyon & Eckhardt, N.Y., to Donahue & Coe, that city, as vp and special assistant to president.

• ALLEN Z. HODSHIRE, elected vp at Maxon Inc., N.Y. He has been responsible for Gillette client contact and production of all Gillette tv commercials during last four years.

• GILBERT J. SUPPLE, formerly creative and tv director at R.K. Manoff, N.Y., to Shulton Inc. (Old Spice toiletries, etc.) that city, as advertising director. He succeeds WALTER P. LANTZ, appointed director of market research.

• ROBERT KLEINMANN of Foote, Cone & Belding, Hollywood, joins Ogilvy, Benson & Mather to assist Beverly Hills manager Christy Walsh.

• EDWARD H. ARMSBY, formerly account executive on Westinghouse Broadcasting Co. at Ketchum, MacLeod and Grove, Pittsburgh, to Television Bureau of Advertising, N.Y., as director of sales promotion and presentations. GEORGE G. LINDSAY, formerly vp and sales manager of Weed Tv, in charge of Chicago operations, joins TvB in that city as central division director.

• J. DAVISON VAN NOTE, general sales manager of Blue Coal Corp., N.Y., division of Glen Alden Corp., elected vp in charge of sales.

• EDMUND H. (RODDY) ROGERS JR., manager of N. W. Ayer's Hollywood office, appointed vp.

• ALLAN ALCH, formerly head of own agency in Hollywood and, prior to that, with Freberg Ltd., where he created prize-winning Butternut Coffee tv commercials, named director of radio-tv copy and production at Johnson & Lewis, S.F.

• HENRY W. SEE, group head on Air France account and several elements of American Radiator & Standard Sanitary Corp. account at BBDO, N.Y., elected vp.

• DONALD H. MCGANNON, president of Westinghouse Broadcasting Co., N.Y., named to board of directors of Advertising Federation of America and designated chairman of AFA communications committee.

• ALFRED HOWARD, previously with Ted Bates and McCann-Erickson, to Grey Adv., N.Y., as copy group head.

• DAVID BUCHANAN, formerly copy supervisor on Cheer and Liquid Ivory accounts of Procter & Gamble, to account service staff of Ogilvy, Benson & Mather, N.Y. DAVID BIXBY, formerly with Lennen & Newell, N.Y., joins OB&M as art director.

• JESSE D. WARD, technical editor in promotion section, pigments division of American Cyanamid Co., Bound Brook, N.J., appointed advertising manager for that section.

• MAISON C. CLARKE and RAYMOND H. TODD, both art directors at Young & Rubicam, N.Y., appointed art supervisors. Other Y&R appointments: SYLVIA BROFOS, JOHN GEYER, and JOHN O'NEILL, named art directors.

• MARGARET FISHBACH, formerly institutional copywriter and copy chief for Macys department store, N.Y., and, prior to that, with Young & Rubicam, to copy department, Doyle Dane Bernbach, N.Y.

• JUNE CERF, formerly assistant copy group head at J. Walter Thompson, N.Y., to Norman, Craig & Kummel, that city, as senior writer.

• JOSEPH L. APPALUCCI, formerly secretary-treasurer of Mackes and Taylor Inc., Allentown, Pa. appointed production manager of Ritter-Lieberman Inc., advertising and public relations agency, that city.

• CHARLES M. MARSHALL, formerly vp and secretary of WSOC Charlotte, N.C., appointed vp of sales and client relations at Ayer and Gillett, that city.

• JOHN LAMB of BBDO, Minneapolis named governor of Advertising Federation of America eighth district, composed of AFA clubs in Minnesota, Wisconsin and Dakotas. Other officers: first lt. gov., MARION MILLS, Oscar Mayer & Co., Madison, Wis.; second lt. gov., RICHARD WHITE, Home Mutual Ins. Co., Appleton, Wis. and secretary-treasurer, JEANETTE WIGGS, Munsingwear Inc., Minneapolis.

• ROY CARL BAKER, formerly project director on research assignments for industrial and governmental clients at Applied Psychological Services, Wayne, Pa., (consulting firm), to Institute for Motivational Research, Croton-on-Hudson, N.Y., as research associate. Other IMR research associate appointments: BERTON DULCE, formerly counsellor for educational consultant firm, Reading Services Inc., Greenwich, Conn., and PATRICIA OSBAND, formerly assistant director of consumer research for Pharmaceuticals Inc.

• ROBERT M. WORCESTER, formerly public relations director of Nebraska Heart Assn., to Universal Adv., Omaha, as assistant account executive.

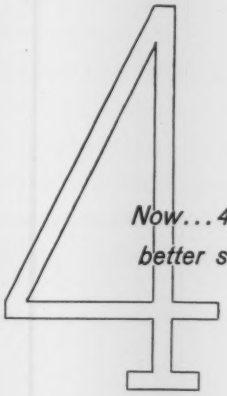
• BEN MORRIS, actor on many network tv shows, joins radio-tv department of Lowe Runkle Co., Oklahoma City advertising agency.

• HENRY ZON, formerly director of research for Committee on Political Education, to Maurer, Schuebel & Fleisher, Washington advertising and public relations agency.

• RODNEY W. LARSON, tv copywriter at Erwin Wasey, Ruthrauff & Ryan, L.A. to BBDO, that city, as tv and radio copy supervisor, MORTON J. METZLER JR. copy writer at BBDO, N.Y., transferred to Los Angeles copy department.

R. C. CRISLER & CO., INC.

Business Brokers Specializing in Television and Radio Stations



CINCINNATI, O.
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WOodland 9-0770

OMAHA, NEB.
Paul R. Fry
P.O. Box 1733 (Benson)
TErrace 9455

NEW YORK
41 E. 42nd St.
MUr. Hill 7-8437

MR. WEINIG

• DAN WEINIG, account executive with WINS New York and previously eastern sales manager of Storer Broadcasting Co., appointed general manager of WPRO Providence, succeeding AMES BROWN, who resumes studies at Harvard Business School.

• THEODORE ZAER, director of business affairs for NBC Radio Network, N.Y., to NBC Telesales, that city, as manager.

• BILL BAXLEY, account executive with KCOP (TV) Los Angeles, appointed assistant to Amos T. Baron, director of tv sales for broadcast division of Nafi Corp. He will concentrate on coordinating sales activities of KCOP and KPTV (TV) Portland, Ore., in San Francisco with Petry Co., sales rep for Nafi tv stations. LESLIE H. NORINS, sales executive with NTA and formerly local sales manager of KTTV (TV) Los Angeles, joins sales force of KCOP.

MR. JOHNSON

• ARNOLD JOHNSON, newly appointed general manager of WWOL-AM-FM Buffalo, elected vp of Radio Buffalo Inc. He continues as manager. HARRY M. BITNER SR. elected chairman of board; LESTER W. LINDOW elected vp and treasurer; MELVIN C. GREEN, president, and HARRY OCKERSHAUSEN, secretary. Radio Buffalo's purchase of WWOL was approved by FCC effective Oct. 1. (See CHANGING HANDS, Sept. 21).

• GEORGE MCCAUGHNA, formerly in charge of building maintenance, CBS Radio, Hollywood, named director of network operations there, reporting to Davidson M. Vorhes (WEEK'S HEADLINERS, Oct. 5.) FRANK ORTH named manager of CBS Radio technical operations and chief engineer of network-owned WCBS New York.

• EDWARD D. PODOLINSKY, manager of Weed Television's St. Louis office since last May, appointed sales manager of company's Chicago office. FRED L. EDWARDS, manager of Weed's Dallas office since July, advanced to manager of St. Louis office, succeeding Mr. Podolinsky.

• BILL WIPPEL, formerly sales manager of KOZE Lewiston, Idaho, to KOFE Pullman, Wash., as part-owner and sales manager.

• MARVIN ROSENBLATT, local sales manager of WAVZ New Haven, Conn., appointed station manager. GEORGE PHILLIPS, news director, adds duties of operations manager.

• MORT GAFFIN, formerly new business and promotion director of NBC Spot Sales, N.Y., to RCA, that city, as special advertising and sales promotion programs manager.

• WILLIAM RUDD, program director of KCUB Tucson, Ariz., adds duties of station manager. THELMA SEES, formerly with KAJR, that city, and SOPHIE BUCKMAN, of KTAN there, join KCUB as account executives.

• WILLIAM HORSTMAN, commercial production supervisor of WKRC-TV Cincinnati, promoted to station operations director. HOWARD BRUNS, director, succeeds him. TED BUSHELMAN, floor director, named full-time director.

• DOUGLAS N. DROWN promoted from announcer to program director of WTWN St. Johnsbury, Vt. RUSSELL B. BUTLER, formerly with WFMQ (FM) Chicago, to WTWN as sales and production assistant.

MR. CHARLES

• RICHARD C. CHARLES, assistant local sales manager of KMTV (TV) Omaha, promoted to local sales manager. By error, he was identified as Richard Harris in BROADCASTING, Sept. 28.

• PAUL A. BRISETTE JR. named local sales manager of WWLP (TV) Springfield, Mass.

• MICHAEL J. AMBROSINO, formerly executive producer of *21-Inch Classroom*, in-school tv project, named manager of school programs for WGBH-TV Boston, educational tv station.

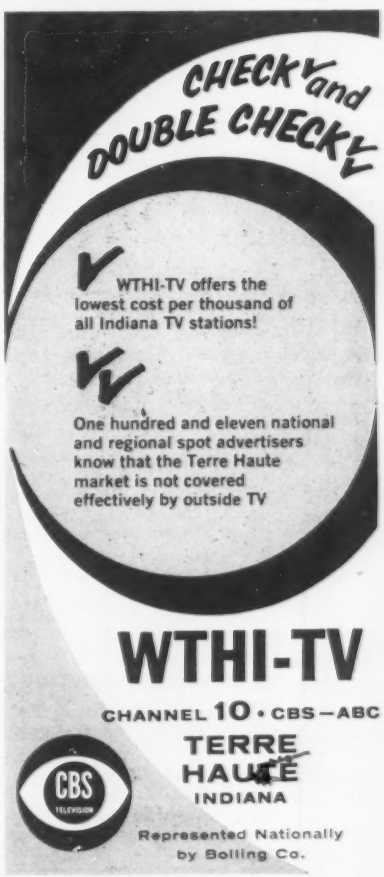
MR. BOWDEN

• JAMES D. BOWDEN, formerly vp and Chicago office manager of John E. Pearson Co., station representative, announces opening of radio and tv time sales company bearing his name in Minneapolis effective Oct. 5. Offices will be located at 1102 Northwestern Bank Bldg. Mr. Bowden was succeeded as midwest manager at Pearson by Robert Flanigan (BROADCASTING, Oct. 5).

• STUART H. BARONDESS, formerly account executive with WNJR Newark, N.J., named sales manager of WRAP Norfolk, Va.

• BOB LARSON, chief engineer of KIML Gillette, Wyo., adds duties of manager, succeeding JAMES LAMBROS, who resigns. ROY MAPEL, formerly part-time employe, joins KIML as air personality and salesman.

• RAY V. HAMILTON, president of Hamilton-Landis & Assoc. Inc., station brokerage firm moves his headquarters


CHECK V and DOUBLE CHECK V
WTHI-TV offers the lowest cost per thousand of all Indiana TV stations!
One hundred and eleven national and regional spot advertisers know that the Terre Haute market is not covered effectively by outside TV
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TERRE HAUTE
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Represented Nationally by Bolling Co.

from Chicago to Washington. Address: 1737 DeSales St., N.W. RICHARD A. SHAHEEN is now in charge of Chicago office.

• GEORGE A. MAYORAL, vp and general manager of WJMR New Orleans, named metropolitan market member of Mutual Affiliates Advisory Committee.

• JOHN COHAN of KSBW Salinas and FLOYD FARR of KEEN San Jose, both California, nominated as candidates for District 15 seat on NAB's radio board. Special election is being held to fill vacancy arising from resignation of JOE D. CARROLL, Marysville, Calif. District 15 is comprised of northern California, Nevada and Hawaii.

• PAUL JONAS, 62, sports director of NBC Radio since 1955 and earlier with MBS in similar capacity for 13 years, died following heart attack in Chicago, Oct. 7, while making preparations for network's coverage of World Series. Mr. Jonas is credited with having persuaded Baseball Comr. A. B. (Happy) Chandler in 1945 to sell rights to World Series and All-Star Game to highest bidder, with proceeds to accrue to baseball players' pension fund (up to this point, networks were permitted to cover games as news events without payment for rights).

• CHARLES H. CALDWELL, formerly program director of WJPS Evansville, Ind., to WSIX Nashville, Tenn., as assistant manager.

• RON BURTON promoted from air personality to program director of WKTF Warrenton, Va.

• RAYMOND KATZ resigns as associate director of WMGM New York, to devote full time to his partnership in personal management firm of Dugrom-Katz Assoc.

MR. HAWKINS

• GORDON HAWKINS retires as continuity acceptance director of Westinghouse Broadcasting Co., N.Y., after 25 years of service with company. His contributions to field of educational programming have included establishment of broadcasting summer school for teachers which ran from 1942-49 and direction of WBC team that gave full radio-tv coverage to President's White House Conference on Education in 1955. He is succeeded by GERALDINE H. MCKENNA, formerly assistant to president of Concert Network.

• WILLIAM Y. CARTWRIGHT, announcer with WMNS Olean, appointed program director of WRNY Rome, both New York. Both are Merriman Group stations.

• SHERM BRODEY, afternoon news editor of WIBX Utica, named news director of WRNY Rome, both New York. TIM AHLSTROM succeeds him.

• R. L. FJELLMAN, formerly marketing brand manager of Pillsbury Co., Minneapolis, named commercial manager of KWKY Des Moines, Iowa, (formerly KWDM). JAMES W. RAMSBURG, formerly production supervisor of WDGY Minneapolis, appointed KWKY's operations manager. New air personalities there are: LEE (DOC) LEMON from KIOA; DON BELL and GLEN GOODWIN from KSO; PETER RABBIT and CURT PALMER from KWDM, all Des Moines; SKIP NELSON from KASI Ames, Iowa, and CHUCK OLSEN from WBAY Green Bay, Wis. MARY JANE ANDERSON of KIOA and JAMES CARLSON of KWDM join KWKY's sales staff.

• GEORGE SMITH re-elected to three-year term as president of National Assn. of Broadcast Employes & Technicians (NABET). JAMES GREENE, president of union's Local 51 in San Francisco, elected vp, succeeding GENE KLUMPP. Office of executive vp has been eliminated, with Mr. Smith assuming greater responsibilities.

• LEONARD GUMLEY, formerly manager of CBS Grand Central studio, N.Y., joins WNTA Newark, N.J., as director of operations in New York.

• PAUL MILLS moves from news staff of WMBR-AM-FM Jacksonville, Fla., to that of WWDC-AM-FM Washington.

• LESTER DINOFF, formerly director of pr and exploitation for WMGM New York, to WABC-TV, that city, as director of publicity and pr.

MR. GIVENS

• GEORGE W. (BILL) GIVENS, program director and air personality of WORL Boston, promoted to station manager. He was formerly musical director and executive producer of WBZ, that city.

• JOHN MCCRORY, formerly with sales staff of WCBS-TV New York, to CBS-TV Spot Sales, Chicago, as account executive.

• BRUCE DENNIS, program manager of of WGN Chicago, elected president of Illinois Broadcasters Assn. for 1960, succeeding R. KARL BAKER, vp and general manager of WLDS Jacksonville. Other officers: WILLIAM HOLM, general manager of WLPO LaSalle, vp; M. H. STUCKWISH, general manager of WSOY Decatur, secretary-treasurer (re-elected); THOMAS S. LAND, co-owner and general manager, WFIW Fairfield,

MIDWEST VHF TELEVISION—in first 75 market—250,000 TV homes. Profit between $275,000.00 and $300,000.00 annually. Price $1,800,000—$700,000 down will handle.
It is estimated that exprienced TV operator can cash in for over $1,000,000.00 profit in three year period.

HAMILTON-LANDIS & ASSOCIATES, Inc.

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1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

director for three-year term, and VERNON NOLTE, executive vp and general manager of WJBC Bloomington and immediate past vp of IBA, director for one year to fill Mr. Dennis' unexpired term.

• GORDON SANDERS, formerly with KRLD-AM-FM-TV Dallas, appointed director of news with KMGM Albuquerque.

• JOHN BOLER of KXJB Fargo elected president of North Dakota Broadcasters Assn., succeeding BOB INGSTAD, of KOVC Valley City who remains on board. Other officers: DICK JOHNSON of KBOM Mandan, vp; LESLIE MAUPIN of KLPM Minot re-elected secretary treasurer. New board members are: CHUCK SCOFIELD of KEYZ Williston and BERT WICK of KDLR Devils Lake.

• BILL KEYS, sportscaster with KOB-AM-TV Albuquerque and public relations director for Ruidoso Downs, New Mexico race track, joins Clarke Brown Co., Dallas, southern regional radio-tv rep.

• MARK AHMANN, sports director of KSUD Fairmont, Minn., to KTIV (TV) Sioux City, Iowa, in similar capacity.

• DAVE BEEMAN, formerly national advertising promotion manager of *Port Arthur* (Tex.) *News*, to sales staff of KFDM-TV Beaumont, Tex.

• RONALD W. PHILIPS, sales manager of WBOF Virginia Beach, to local sales department of WTAR-TV Norfolk, both Virginia.

• ARCH ANDREWS, air personality and head of production department of KICN Denver, adds post of operations manager.

• RANDALL GOVER, previously news director of WWL-TV New Orleans, to KMOX-TV St. Louis as newscaster, succeeding ROGER GRIMSBY, who goes to Columbia U., N.Y. on CBS News fellowship. Mr. Gover has just completed similar grant. MARC KARSON, associate professor of government at Southern Illinois U., Carbondale, signed for *People & Politics* series over KMOX-TV.

• NANCY PURVIS, Miss Florida of 1959, to WTRL Bradenton, Fla., as air personality.

• DICK MCGRATH joins WSVA-AM-FM-TV Harrisonburg, Va., as air personality.

• TAYLOR GRANT, commentator, and BARNARD L. SACKETT, drama critic, join WIP-AM-FM Philadelphia.

• K. LAYTON MILLER has joined radio sales staff in Dallas of The Katz Agency, station rep.

NAB committee

ROBERT D. SWEZEY, WDSU-AM-TV New Orleans, has been named chairman of the 1959-60 Freedom of Information Committee by NAB President Harold E. Fellows. FRANK P. FOGARTY, WOW-AM-TV Omaha, was named chairman of a subcommittee preparing a manual on coverage techniques.

Serving on the committee besides Messrs. Swezey and Fogarty are CAMPBELL ARNOUX, WTAR-AM-TV Norfolk, Va.; DAVID BRINKLEY, NBC, for Radio-Television Correspondents Assn.; JOHN C. DALY, ABC; RICHARD O. DUNNING, KHQ-AM-TV Spokane, Wash.; JOHN S. HAYES, Washington Post Broadcast Div.; ALEX KEESE, WFAA-AM-TV Dallas; THEODORE F. KOOP, CBS, for Radio-Television News Directors Assn.; DANIEL W. KOPS, WAVZ New Haven, Conn.; WILLIAM MCANDREW, NBC; STEPHEN J. MCCORMICK, MBS; AUGUST C. MEYER, WCIA (TV) Champaign, Ill.; SIG MICKELSON, CBS News; DAVID C. MOORE, Transcontinent Television Corp.; D. L. PROVOST, Hearst Corp.; WESTON C. PULLEN, Time Inc.; ROBERT M. PURCELL, KFWB Los Angeles, and James W. WOODRUFF JR., WRBL-AM-TV Columbus, Ga. Messrs. Brinkley, Koop and Pullen serve on the Fogarty subcommittee.

• EUGENE STOCKINGER, graduate of Northwest Schools, Portland, Ore., joins KOKH-TV Oklahoma City. Other Northwestern graduates' appointments: BURRELL M. SHAW to KPAN Hereford, Tex., as announcer; DAVID W. WOODWARD to film department of KFBB-TV Great Falls, Mont.; IRVING J. ROVANG to KMUS Muskogee, Okla., as announcer; JACK ANDERSON to KHSL Chico, Calif., as air personality; PAUL BLANCHARD to KVAR (TV) Phoenix-Mesa, Ariz.

• RON RICHARDS, news director of KYSS Missoula, Mont., to news staff of KREM Spokane, Wash.

• DOC DOOLEY, air personality, moves from KOWH Omaha to WOKY Milwaukee.

• E. J. (BOBBY) ALDERSON joins sales staff of WDVA Danville, Va.

• ARTHUR H. STREICH, formerly general manager of National Electronics Conference Inc., Chicago, and RAYMOND C. JOHNSON, with sales staff of KSTP-TV St. Paul-Minneapolis, join

Statement Required by the Act of August 24, 1912, as Amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233) Showing the Ownership, Management, and Circulation of Broadcasting, published weekly at Washington, D.C., for September 28, 1959.

1. The names and addresses of the publisher, editor, managing editor, and general manager are:

Publisher and Editor—SOL TAISHOFF, Washington, D. C.

Managing Editor—EDWIN H. JAMES, Bethesda, Md.

General Manager—MAURICE H. LONG, Chevy Chase, Md.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm its name and address, as well as that of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.: Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 21,236.

MAURICE H. LONG
Vice President and General Manager

Sworn to and subscribed before me this 7th day of October, 1959.

MARY JO FREEHILL
Notary Public

(Seal)

(My commission expires April 14, 1960)

. . . about paid circulation

The surest barometer of the reader acceptance of any publication is its paid circulation. People read business and trade papers for news and ideas that will help them in their jobs, not for entertainment.

The purchase of a subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber buys the publication and anticipates news and features to keep him abreast of developments in his own business. He expects the publication to reach him regularly throughout the subscription year. If reader interest is not maintained, paid circulation is directly affected.

BROADCASTING for the past 12 months averaged a paid weekly circulation of 21,236 (as sworn above in the ownership statement). This is the largest paid circulation in the vertical radio-tv publication field as confirmed by Audit Bureau of Circulations. Incidentally only BROADCASTING in its field qualifies for ABC membership since the pre-requisite is paid circulation.

That's why the intelligent advertiser always chooses BROADCASTING as his basic promotional medium in the radio-tv trade field. He knows **paid** circulation is a true reflection of the publication's value.

sales staff of WTCN Minneapolis-St. Paul.

• DAN RONALD, formerly air personality with WEBC Duluth, Minn., to news staff of KDWB (formerly WISK) Minneapolis-St. Paul.

• BOOTS BELL, air personality, moves from WBUZ Fredonia, N.Y., to WHOT Youngstown, Ohio.

• WILLIAM BODE joins KOIL Omaha as account executive.

• ERNIE SIMON joins WKAT Miami, Fla., as air personality.

Programming

• O. H. CHESES elected president of Trans Radio Productions, Boston, producer of tv commercials, radio recordings and political, educational and documentary films. DONALD STUART BERMAN elected assistant treasurer; CARROLL E. SPINNEY and GUNTER PFAFF to board of directors.

• JOE PORTER, previously with NTA Films and ABC Film Syndication, appointed southeastern sales representative of Crosby/Brown Productions Inc., L.A., with headquarters in Atlanta. KARL VON SHALLERN, formerly with Screen Gems, Gross-Krasne and MCA, named midwestern sales manager of Crosby/Brown. He will headquarter in Chicago.

• MICHAEL KRAFT, formerly head of own advertising agency and, prior to that, account executive at Ruthrauff & Ryan, joins Wilbur Streech Productions, N.Y., as vp for marketing and sales.

• CARL A. RUSSELL, formerly with regional sales staff of Ziv Television Programs Inc., to Independent Television Corp., Chicago, as manager of regional sales for entire country.

• ROBERT M. BARRON, formerly senior assistant to broadcast services director of General Foods, White Plains, N.Y., to sales staff of Videotape Productions of New York.

• THEODORE W. GALANTER, 45, director of public relations for Hanna and Barbara Productions L.A., (tv cartoons), and assistant to George Sidney, producer-director with Columbia Pictures Corp. and H & B president, died Oct. 6 following heart attack.

• BILL SCHWARTAU, formerly sound engineer for some of Leonard Bernstein's symphonic recordings, joins Music Makers Inc., N.Y. (radio-tv music for jingles and commercials), as production department head.

• MIKE ELLIOT, previously with Musicraft Records, N.Y., named general manager of Allied Record Distributing Co., Hollywood.

Equipment & Engineering

• HENRY LEHNE, vp and general manager of Sylvania Electronic Systems, Waltham, Mass., assumes over-all responsibility for that division, concurrent with his election as senior vp of Sylvania Electric Products, Inc., N.Y.

MR. NICHOLS

• CHARLES A. NICHOLS, formerly vp in charge of engineering with Hoffman Electronic Corp., consumer products division, L.A., named engineering manager of Conrac Inc., Glendora, Calif.

• NOAH DIETRICH, financial associate of Howard Hughes in management of various Hughes enterprises, who joined board of Houston Fearless Corp. L.A. in August, elected chairman. He succeeds RICHARD WOIKE, who remains board member and chairman of executive committee.

• EINAR BROFOS, 76, retired vp of International Standard Electric Corp., subsidiary of International Telephone and Telegraph Corp., died last week at his Great Barrington, Mass., home. He introduced first complete radio station to Scandinavian countries at Oslo, Norway, in 1922.

•WELLS R. CHAPIN, previously chief engineer of WIL St. Louis and field engineer with Raytheon Co., Waltham, Mass., named to new post of manager of marketing for Dage Television Div., Thompson Ramo Wooldridge Inc., Michigan City, Ind.

• JOHN WORSCHAK, formerly with commercial service staff of General Electric Electronic Tube Div., Clifton, N.J., transfers to Newtonville, Mass., as district sales manager for New England.

• CHARLES H. DONAHUE JR. appointed advertising manager of Orr Industries Inc., Opelika, Ala., manufacturer of Irish magnetic recording tape.

• EDWARD J. KEENAN, formerly director of Franklin Institute, Rochester, N.Y., school specializing in home study preparation for Federal Civil Service examinations, joins RCA Institutes, N.Y., as director of home study, with responsibility for RCA courses which train students in electronic fundamentals, tv servicing, color tv and electronics for automation.

Government

• JOHN E. DOANE, 47, attorney-engineer in Rules & Standards Div., FCC's Broadcast Bureau, died Oct. 5 following heart attack at Federal Communications Bar Assn. outing at Manor Country Club, Md. Mr. Doane joined FCC as radio inspector in 1940, was engineering assistant to former Comr. Richard A. Mack.

International

• BERNARD F. TROTTER, formerly Canadian Broadcasting Corp. representative at United Nations and CBC European correspondent in London, England, named assistant supervisor of talks and public affairs department, Toronto. He succeeds D. HUGH GILLIS, who resigned from CBC to be chairman of division of communication arts at Boston U.

• WILLIAM T. MURCHIE, formerly general manager of Marshalls Co. Ltd., Toronto, (wholesale food distributor and sales agent) elected vp and general manager of Pet Milk Co. (Canada), succeeding LAWRENCE E. KILLOREN.

• W. A. SMITH, formerly merchandising manager of CFCN Calgary, Alta., named promotion director of CHAB-AM-TV Moose Jaw, Sask.

• JOHN W. MACKEY, formerly director of continuity of CKFH Toronto, to radio-tv continuity department of Brooks Adv. Ltd., Toronto.

• DOUG FRASER, announcer of CKFH Toronto, to CJKL Kirkland Lake, Ont., in similar capacity.

Photo finish • Tom Killiliea (second from l), Guild, Bascom & Bonfigli; and Bob Wesson (second from r), Miller, MacKay, Hoeck & Hartung, tied for first place in a market data contest presented in Seattle, Wash., by the California-Oregon Tv Trio. (KIEM-TV Eureka, Calif.; KOTI-TV Klamath Falls, and KBES-TV Medford, both Oregon). Prize was a Philco portable, battery-operated transistorized tv set. To take care of the unexpected tie, another set was ordered. Making the presentation are Jerry Poulos (l) and Don Telford (r). The contest consisted of lists of market rankings in terms of population, retail sales, buying income and other categories. Timebuyers and media people were asked to pin-point the spots where they thought the California-Oregon Tv Trio market area would fall.

PEOPLE TO PEOPLE
Magazines for Asians plan pushed by KNXT

A "do-it-yourself" information campaign between Americans and Asians is being promoted by KNXT (TV) Los Angeles.

The unusual enterprise—"Magazines for Asians"—began a year ago when Mr. and Mrs. Henry Mayers of Los Angeles made a tour of Southeast Asia. They were "appalled" at the shortage of American periodicals, which were extremely expensive, when available, compared to the numerous inexpensive quality magazines from Russia and Red China.

After returning to America, Mrs. Mayers took matters into her own hands. She wrote a letter to an Indonesian newspaper, offering to send her magazines to any reader writing her. Only anticipating a few replies, she received an unexpected 2,000 requests.

Seeks Public Aid • Unable to handle the deluge, Mrs. Mayers appeared on KNXT's weekly *Cavalcade of Books* to appeal for help from the public.

Since her KNXT appearance, the station has aired promotional announcements (four a day for one month), and run newspaper ads.

To date more than 15,000 Southern Californians have fulfilled the requests of as many Southeast Asian writers.

KNXT also wrote letters to 100 Asian newspapers explaining how their readers might get free American magazines by writing to Mrs. Mayer. After this, Mrs. Mayer's mailbox began overrunning with 600 letters per day from Southeast Asia.

International Friendships • Included in the mail were letters from 50 schools requesting contacts with similar classes in American schools.

Requests for magazines have been received from Borneo, Burma, Cambodia, Ceylon, Formosa, Hong Kong, India, Indonesia, Macao, Malaya, Singapore, Thailand, Vietnam, Dutch New Guinea, Pakistan, the Philippines, and Korea.

But, the exchange of correspondence hasn't stopped with just magazines. Numerous warm friendships are being built through the mail as U.S. citizens present the true picture of America and Americans to new-found Asian friends.

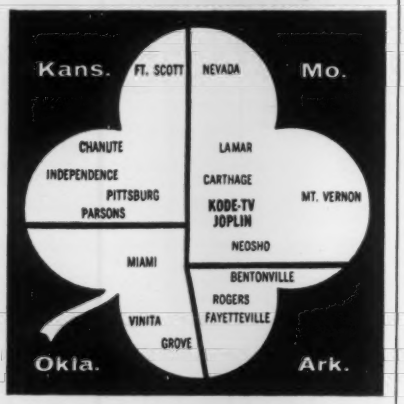
Best ad-libber gets Trig award

Doug Pledger, KNBC San Francisco, personality has been named the "Trig Radio Salesman of the Year." According to Bristol-Myers Co., and its agency, BBDO, Mr. Pledger did the best ad-libbing for the men's deodorant

JUST AROUND THE CORNER
(could be YOUR corner!)
A HAZARD THAT NEVER SLEEPS—
the accusation of
LIBEL—SLANDER
PIRACY—PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION
Directed at Station, Staff, Speaker, Talent, Sponsor
You can't recapture the WORDS but you CAN INSURE and hold possible Dollar Loss within non-embarrassing limits.
Learn about our UNIQUE EXCESS POLICY which does the job at surprisingly low cost.
FOR DETAILS AND RATES WRITE
EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.
New York, 107 William St. Chicago 175 W. Jackson San Francisco, 100 Bush St.

Program Guide For FM-SCA LICENSEES
Present and Prospective
The only background music on tape that *isn't* also on transcriptions available to any broadcaster is
MOTIVATIONAL MUSIC by Magne-Tronics *Trade Mark
Exclusive franchise territories for this exclusive tape program service now being allocated. No franchise fees. No percentages. For franchise particulars, availabilities and audition—
mail coupon today for complete particulars.
MAGNE-TRONICS, Inc.
49 West 45th Street, New York 36, N. Y.
Please rush complete particulars on exclusive franchise plan for FM-SCA and wire services.
NAME
STATION
STREET
CITY STATE

This four-leaf clover
is worth looking over!



MISSOURI'S 3rd TV MARKET
151,400 TV HOMES*

Lucky KODE-TV, Joplin, Mo., is 28% taller, 29% more powerful than the nearest competition. And KODE-TV covers: • a 4 state area • 151,400 TV Homes • 669,800 people with $776,919,000 buying power.

KODE-TV CHANNEL 12
JOPLIN, MISSOURI CBS-ABC

Rep. by Avery-Knodel • A member of the Friendly Group
PAUL H. RAYMER CO. *TV Mag., June '59

HOWARD E. STARK
Brokers and Financial Consultants
Television Stations
Radio Stations
50 East 58th Street
New York 22, N.Y. ELdorado 5-0405

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

from copy points provided in a national campaign that ran on 180 radio stations in 40 markets last summer.

Mr. Pledger was awarded $500 for his efforts.

Honorable mentions went to Joe Patrick, KFAB Omaha; Jack Gale, WITH Baltimore; Phil Sheridan, WFIL Philadelphia; Pat Chambers, WDAE Tampa, Fla.; Bill Edwardsen, WGY Schenectady; Bob Bacon and Dick Fay, WDRC Hartford, Conn.; John Lascelles, WGR Buffalo; Bill Jenkins, WIL St. Louis; Chuck Philipps, WEMP Milwaukee, and Bill Cordair, WICC Bridgeport, Conn.

Self imposed exile

A disc jockey and his three teenage children recently confined themselves to an atomic fallout shelter for seven days and nights. They proved to listeners of KALL Salt Lake City, that life inside the shelter, although not pleasant, could be bearable and even interesting.

During their voluntary exile, Flo Winewriter and his three children, Terry (15), Susan (14) and John (12) existed on emergency food supplies recommended by Utah Civil Defense officials.

The fallout shelter was located in a display at the Utah State Fair. Fair officials rated KALL's display the most popular exhibit of the fair. In a phone call, Leo Hoegh, national director of Civil Defense, thanked the Winewriters for "proving to the country the need for home Atomic Fallout Shelters and demonstrating their practicability."

Upon emerging from their shelter, the Winewriter clan's first requests were for a cold glass of milk, a hot bath and a good night's sleep in a comfortable bed.

Washingtonians 'on the air'

Public response to a new game, "Dial Your Voice," has been so heavy that WWDC Washington, D.C., has set up special facilities and additional space.

Ten operators and three recording technicians, employed through the "Hire the Handicapped" program are needed to handle calls from listeners eager to hear their voices on the air, as well as hopeful of winning one of 3,300 weekly prizes.

Listeners call a special WWDC phone number and record the message "WWDC is my favorite station." They then give the operator their name and address. Every half-hour, 24 hours each day, WWDC airs 10 recorded messages, omitting names and addresses. Listeners who hear their own voices then call another special WWDC number. The first listener identifying his voice in each half-hour game wins a major prize (transistor radios, clock radios, electric blankets, electric percolators, etc.). Other winners in each game are awarded desk pen sets.

Within the first 24 hours of the contest, there were more than 40 winners.

Public service pays off

San Francisco Bay area stations received a shock recently when they received a "thank you" gift from the Northern California Tv-Radio Council for Tuberculosis Education. The gift was the free services for one month of the council's tv and radio director, Bev Scoble Hughes, as vacation relief.

The versatile lady offered her eight-hour day to any radio-tv station in any department from secretarial, to production, sales, publicity, traffic, switchboard, music library and directing.

Why the thanks from the TB Council? Simple. In Bev Hughes' own words: "You've been so generous in giving us time on *your* station—we want to give you some of *my* time."

CBS-TV's amateur reporters

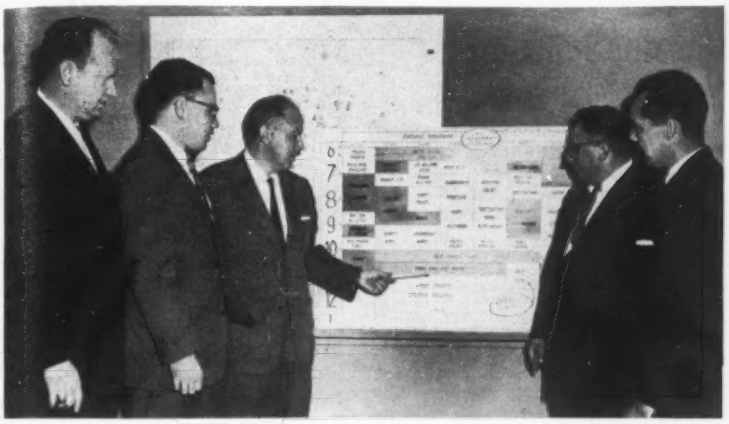
Women from each state of the U.S. and the District of Columbia participated in the second annual CBS-TV Daytime Televisit Week. The project, which was designed to focus attention on the network's daytime schedule and personalities, had 51 women visit New York and Hollywood. They were chosen by their local CBS-TV stations and a local newspaper to serve as non-professional correspondents for the week.

The filed stories each evening, by teletype of the program viewed in rehearsal, personalities interviewed, CBS-TV installations visited and the sights they saw in New York and Hollywood.

• Drumbeats

Old radios never die • As a community service project, WPEN Philadelphia asked its listeners to send old radios to the Philadelphia Working Home for the Blind, where blind workers will repair them and find new homes for the instruments. Within three days, officials at the Blind Home asked WPEN to discontinue their announcements. They had been swamped with sets ranging from models of the late '20's to present day portables.

Minute men • The old saying, "Brevity is the soul of wit" has been reworded to read "Brevity is the start of sales" by KBON Omaha, Neb. Account executives are now equipped with three-minute egg timers. When calling on clients, they walk in, put the timer down and promise to be through their story before the sand runs out. Omaha businessmen apparently enjoy the brevity, as



A chart for agency buyers • Three agency executives look over fall programming chart prepared by KTLA (TV) Los Angeles for its special presentation in New York late last month. L to r: Richard Jolliffe. KTLA's general manager; Peter M. Bardach, senior media buyer at Foote, Cone & Belding; Len Tarcher, account executive-associate media director, Lennen & Newell; Albert Skolnick, media supervisor for Ted Bates; Lon King, assistant vice president, tv research-promotion at Peters, Griffin, Woodward, KTLA's representative.

sales have increased since KBON started sending out its "Three-Minute Men."

Sing along • KOIL Omaha listeners have been asked to write in 25 words or less, why they would like "to sing along" with Alvin and the Chipmunks, of recording fame. The winner will be invited to KOIL's studios to sing along with the Chipmunks, and will receive a recording of his accomplishment.

Music hour • An appreciation of classical music by school students, is being promoted by WINF Manchester, Conn., and 15 public school systems. An hour-long Sunday afternoon presentation features former concert pianist John Gruber. A weekly essay contest, to be written about that week's program, offers record albums to three winners chosen for each contest.

Help wanted • A daily one-minute public service program on KDAL Duluth, Minn., the *Work Sheet*, which offers employment opportunities from the local state employment office, has been so successful that the employment office has stopped using newspaper classified columns. According to KDAL, usually just one or two announcements will fill the job.

D.j. for a day • Mayor George Christopher of San Francisco, turned disc jockey on KSFO recently to plug the opening of the local Area Crusade (fund raising campaign). The mayor was the first of several KSFO "Good Guys" who appeared on the station to promote the united charity drive.

Whereas and therefore • In recognition of ABC-TV's new adventure series *Bourbon Street Beat*, which has a New Orleans locale, Victor H. Schiro, acting mayor of that city, proclaimed last Monday (Oct. 5) as "Bourbon Street Day." The hour-long series, which had its network debut Oct. 5, is seen locally on WVUE (TV). Mayor Schiro's proclamation pointed out Bourbon St. as one of New Orleans' greatest tourist assets and attractions.

Voters register • The location of neighborhood registration booths and general voting requirements were given to approximately 800 Clevelanders who called KYW-AM-TV there, at the invitation of station personalities and newscasters. The telephone inquiries were answered by the County League of Women Voters. League spokesmen stated twice the number of calls were received this year as last, when the league used its own phones and had publicity on all local radio-tv stations and in the press. The only promotion for this year's effort was that of the KYW stations.

Accent on Creativity • Series of creative panel presentations highlighted a business workshop meeting of the Mutual Advertising Agency Network in Chicago Sept. 17-19. Because of lack of radio-tv entries from some 20-member agencies in network, awards were limited to print classifications. The meeting was presided over by Fran Faber, Faber Adv., Minneapolis, as MAAN president. Network members comprise agencies in sub-$2 million billings bracket. Next meeting is set for February in Chicago.

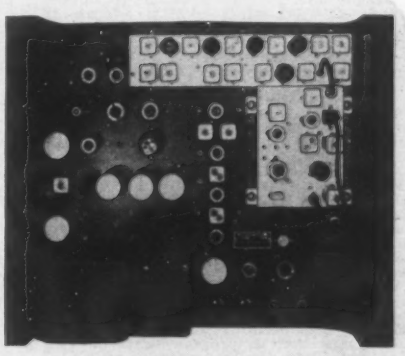
NEMS • CLARKE

Type TRC-1

TV Color

Rebroadcast

Receiver



The Type TRC-1 Color Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of black and white and color signals.

SPECIFICATIONS

VIDEO CHANNEL

Output terminal	75 ohms, coaxial
Level	Adjustable up to approximately 1 volt, peak to peak
Polarity	Sync negative
Frequency response	To 4.2 mc

SOUND CHANNEL

System	Separate IF (not intercarrier)
Output level	Adjustable from 0 to 18 dbm
Output impedance	600 ohms or 150 ohms, balanced or unbalanced
Frequency response	30 to 15,000 cycles with standard 75-u sec de-emphasis
Distortion	Less than 1%
Noise level	50 db below +0 dbm

SYNC CHANNEL

Output connection	75 ohms, coaxial
Output level	3 volts, peak to peak
Polarity	Negative

MISCELLANEOUS

Gain control	Manual or keyed automatic
RF input connection	75 ohms, coaxial
Crystal controlled R.F.	Employed for maximum and unattended operation
Power supply	Self-contained
Power requirements	117 volts, 60 cycles, 150 watts

NEMS CLARKE COMPANY

A DIVISION OF VITRO CORPORATION OF AMERICA

919 JESUP-BLAIR DRIVE • SILVER SPRING, MARYLAND • JUNIPER 5-1000

Station Authorizations, Applications

As Compiled by BROADCASTING

Sept. 30 through Oct. 5. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

Existing Tv Stations

ACTION BY FCC

WVUE (TV) New Orleans, La.—Granted mod. of temporary authorization on ch. 13 to increase ERP to 20.4 dbk (110 kw) vis. and 17.5 dbk (56.2 kw) aur., using DA, with ant. height 240 ft. Ann. Sept. 30.

CALL LETTERS ASSIGNED

*KRET-TV Dallas (Richardson), Tex.—Richardson Independent School District.

Translator

ACTIONS BY FCC

Tele-Video UHF Bcstrs., Prescott, Ariz.—Granted cp for new tv translator station on ch. 70 to translate programs of KPHO-TV (ch. 5) Phoenix. Ann. Sept. 30.

Durango Tv Translator, Durango, Colo.—Granted cp for new tv translator station on ch. 70 to translate programs of KOAT-TV (ch. 7) Albuquerque, N.M. Ann. Sept. 30.

New Am Stations

ACTION BY FCC

Presque Isle, Me.—Presque Isle Radio Co. Granted 1390 kc, 5 kw unl. P.O. address 31 Dudley St., Presque Isle. Estimated construction cost $24,950, first year operating cost $65,000, revenue $96,000. **Edward Perrier,** publisher, is owner. Ann. Sept. 30.

APPLICATIONS

Sierra Vista, Ariz.—Richard D. Grand 1470 kc, 5 kw D. P.O. address Box 5491 Tucson, Ariz. Estimated construction cost $23,987, first year operating cost $24,000, revenue $33,000. Applicant is lawyer. Ann. Oct. 5.

Boca Raton, Fla.—Thompson Cassel, 740 kc 500 w D. P.O. address Box 501, Gainesville, Fla. Estimated construction cost $14,500, first year operating cost $54,000, revenue $66,000. Mr. Cassel, sole owner, has numerous broadcast interests, primarily in New York and Pennsylvania. Ann. Oct. 5.

Taylorsville, N.C.—Robert B. Brown 1570 kc, 500 w D. P.O. address North Wilkesboro, N.C. Estimated construction cost $17,925, first year operating cost $30,000, revenue $35,000. Applicant is program-news director of Wilkes Bcstg. Co. Inc., licensee of WKBC North Wilkesboro, and WATA Boone, both North Carolina. Ann. Oct. 5.

Bath, N.Y.—Bath Bcstg. Co. 1380 kc, 500 w. P.O. address Box 117, Corning, N. Y. Estimated construction cost $20,495, first year operating cost $25,150, revenue $36,000. Applicants are **Paul E. Carpenter, Robert W. Shaddock** and **Warren Stiker,** 33⅓% each. Mr. Carpenter is commercial manager and 24.9% owner of WCBA Corning, N.Y. Mr. Shaddock also has 24.9% interest and is station manager and program director there. Mr. Stiker is in automobile business. Ann. Oct. 2.

Deerfield, Va.—Deerfield Bcstg. Co. 1150 kc, 1 kw D. P.O. address % David G. Hendricks, Box 88, Red Lion, Pa. Estimated construction cost $19,188, first year operating cost $20,580, revenue $29,000. Applicants are **Robert W. Neilson, David G. Hendricks, Ralph O. Hamilton** and **John H. Norris,** all 25% each. Mr. Neilson is manager of WGCB Red Lion, Pa. Mr. Hendricks is employe of that station. Mr. Norris is general manager of WGCB. Mr. Hamilton is in freight business. Ann. Oct. 5.

Existing Am Stations

APPLICATIONS

WTCB Flomaton, Ala.—Cp to increase power from 500 w to 1 kw and install new trans. (990 kc). Ann. Oct. 1.

WGBG Greensboro, N.C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. Oct. 5.

CALL LETTERS ASSIGNED

KADL Pine Bluff, Ark.—Jefferson County Bcstg. Co.

KUPD Tempe, Ariz. — Tri-State Inc. Changed from KTMP.

KKAR Pomona, Calif.—Intrastate Bcstrs.

WAMR Venice, Fla.— Venice-Nokomis Bcstg. Co. Changed from WDMR.

WOWI New Albany, Ind.—Ohio Valley Bcstg. Inc. Changed from WLRP.

WADO New York, N.Y.—Bartell Bcstrs. of New York Inc. Changed from WOV.

KJAM Madison, S.D.—Madison Bcstg. Co.

KBYP Shamrock, Tex.—Shamrock Texas Bcstg. Co. Changed from KEVA.

KXEN Festus-St. Louis, Mo.—Garrett Bcstg. Co. Changed from KJCF.

KGRI Henderson, Tex.—Henderson Bcstg. Co. Changed from KJAT.

New Fm Stations

ACTION BY FCC

Park Forest, Ill.—Rich Township High School. Granted *88.1 mc, 10 w. P.O. address % Walter E. Hunter, Sauk Trail and Westwood St. Estimated construction cost $2,400, first year operating cost $100. Ann. Sept. 30.

APPLICATIONS

Media, Pa.—Brandywine Bcstg. Corp. 100.3 mc, 2.738 kw. P.O. address 315 North Bowman Ave., Merion Station, Pa. Estimated construction cost $9,152, first year operating cost $15,000, revenue $17,500. Principals are **M. John Boyd** (13.48%), **Joseph Seitchik** and **Alva R. Hopkins,** 11.22% each. Mr. Boyd is chairman of biological chemistry at Hahnemann Medical College and Hospital, Philadelphia. Mr. Seitchik is doctor at same institution. A. R. Hopkins is employe of RCA. Ann. Oct. 5.

Sparta, Wis.—Sparta-Tomah Bcstg. Inc. 97.1 mc, 16.06 kw. P.O. address 124½ S. Water St., Sparta, Wis. Estimated construction cost $25,377, first year operating cost $12,000, revenue $15,000. Principals are **Vena H. Rice** and **John D. Rice.** Vena H. Rice owns and operates farms. John D. Rice is minority owner KCUE Redwing, Minn. Ann. Oct. 2.

Existing Fm Stations

CALL LETTERS ASSIGNED

KXQR (FM) Fresno, Calif.—Elbert H. Dean and Richard E. Newman. Changed from KREN (FM).

KBBW (FM) San Diego, Calif.—Bible Institute of Los Angeles Inc. Changed from KLTT (FM).

WVTS (FM) Terre Haute, Ind.—William J. Kulinski. Changed from WJWK (FM).

*WBAA-FM West Lafayette, Ind.—Purdue U.

WOXR (FM) Oxford, Ohio—Radio Oxford.

WLOM (FM) Chattanooga, Tenn.—Radio Dixie Inc.

Ownership Changes

ACTIONS BY FCC

KNOG Nogales, Ariz.—Granted (1) renewal of license and (2) assignment of license to **Robert F. Baltrano** and **Lloyd Burlingham** (latter is licensee of KCVR Lodi, Calif.); consideration $40,000. Ann. Sept. 30.

KSDA Redding, Calif.—Granted assignment of license to **Radio Redding Inc.** (**Paul B. Patrick,** president); consideration $40,000. Ann. Sept. 30.

KHIL Brighton, Colo.—Granted assignment of license to **Mile High Bcstg. Inc.** (assignor 49% interest and **Clyde W. Miller** 51%); consideration $78,326. Ann. Sept. 30.

WONN Lakeland, Fla.—Granted assignment of license to **WONN Inc.** (**Duane F. McConnell,** president, has interest in WBIL Leesburg, Fla.); consideration $125,000. Ann. Sept. 30.

WLRP New Albany, Ind.—Granted transfer of control from **Roy L. Hickox,** et al., to **J. William Frentz** and **Morris** and **Orville Brown**; consideration $156,400. Ann. Sept. 30.

KFLW Klamath Falls, Ore.—Granted assignment of license to **Caloretex Corp.** (**Joe D. Carroll,** president); consideration $80,000. Ann. Sept. 30.

KMCM McMinnville, Ore.—Granted assignment of license to **Yamhill Radio Co.** (**Jerry Carr**); consideration $80,000. Ann. Sept. 30.

KBST Big Spring, Tex.—Granted assignment of cp and licenses to **Snider Corp.** (**Ted L. Snider,** president); consideration $80,000. Ann. Sept. 30.

WAGE Leesburg, Va.—Granted transfer of control from **Marion Park Lewis** to **WAGE Inc.** (**William T. Stubblefield**); consideration $73,000. Ann. Sept. 30.

KSPR Casper, Wyo.—Granted assignment of licenses to **Rocky Mountain Tv Stations** (KTWO-TV Casper and KTWX-TV Sheridan); consideration $149,982. Ann. Sept. 30.

APPLICATIONS

KBNZ La Junta, Colo.—Seeks assignment of license from **Otero Bcstg. Co.** to **La Junta Bcstrs.** for $54,000 which includes $24,000 covenant not to compete for 4 years. Applicant is **Grady Franklin Maples** who is 50% owner of KBYG Big Spring and KUKO Post, both Texas. Ann. Oct. 1.

WFBF Fernandina Beach, Fla.—Seeks assignment of license from **Robert Chasse** as receiver for **Murray Bcstg. Inc.** to **Rowland Radio Inc.** for $35,000. Principals are **Robert, Gwendolyn H., Marshall W.,** and **Carol C. Rowland,** all 25% each. Marshall W. and Carol C. Rowland were owners WFBF from 1955 to 1957. Robert Rowland is employe of WQIK Jacksonville, Fla. Ann. Oct. 1.

WHIR Danville, Ky.—Seeks assignment of license from **Commonwealth Bcstg. Corp.** to **WHIR Inc.** for $120,000. Purchaser is **T. C. Quisenberry,** who is majority owner of WEKY Richmond, Ky. Ann. Oct. 2.

WGAW Gardner, Mass.—Seeks transfer of control from **Television and Radio Bcstg.**

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Corp. to **Chair City Bcstg. Corp.** for $75,000, plus agreement not to compete for 5 years. Sole owner is **C. Edward Rowe** who is attorney. Ann. Oct. 1.

KRBI St. Peter, Minn.—Seeks assignment of license from **Gateland Bcstg. Corp.** to **Seehafer and Johnson Bcstg. Corp.** for $47,000. Principals are **Donald W. Seehafer** and **Robert C. Johnson,** equal partners. Neither have other broadcast interests. Ann. Oct. 2.

KCHS Truth - or - Consequences, N.M.—Seeks assignment of license from **Rex A. Tynes** to **Dean W. Manley** and **William D. Hafer,** equal partners, for $24,000. Mr. Tynes is engineer for Philco Corp. Mr. Hafer is employe of Pan American Airways. Ann. Oct. 1.

WNNJ Newton, N.J.—Seeks assignment of cp from **Sussex County Bcstrs.** to **Sussex County Bcstrs. Inc.** Change to corporation. No ownership changes involved. Ann. Oct. 2.

WMMH Marshall, N.C.—Seeks assignment of license from **Marshall Bcstg. Co.** to **Marshall Bcstg. Inc.** Change to corporation. No ownership changes involved. Ann. Oct. 1.

WPTW Piqua, Ohio—Seeks assignment of license from **Miami County Bcstg. Inc.** to **WPTW Radio Inc.** for $60,000 plus renewal option rights. Principals are **Richard E. Hunt** and **C. Oscar Baker,** equal partners. Mr. Hunt is sole owner of WCBY Cheboygan and has assignment application pending for WCRM Clair, both Michigan. Mr. Baker is general manager of WPTW. Ann. Oct. 1.

KGRL Bend, Ore.—Seeks assignment of license from **Clarence E. Wilson,** 51%, **Charles B. Field** and **John H. McAlpine,** both 24½% d/b/a **KGRL Bcstrs.** to **Clarence E. Wilson,** 65%, and **John H. McAlpine,** 35%, d/b/a **KGRL Bcstrs.,** for $3,080. Mr. Wilson is manager of KBOY Medford, Ore. and Mr. McAlpine manager of KGRL. Ann. Oct. 2.

WCNG Canonsburg, Pa.—Seeks transfer of control from **Ray Douglas & Assoc.** to **Colonial Bcstg. Inc.** for $50,000 plus payment of debt incurred by station. Principals are **Lowell W. Williams** 51% and **Richard E. Burg** 49%. Mr. Williams is majority owner of WEZN Elizabethtown, Pa. Mr. Burg is sales manager of WNOW York, Pa. Ann. Oct. 1.

KNEL Brady, Tex.—Seeks assignment of license from **Gene M. Burns** to **Brady Bcstrs.** for $27,500. Principals are **E. J.** and **W. J. Harpole** 37½% each and **Edward Lee Williams** 25%. E. J. Harpole is 50% owner of KVOU Uvalde and KEPS Eagle Pass and minority owner KVOZ Laredo, all Texas. W. J. Harpole is 50% owner of KVOU Uvalde, and KEPS Eagle Pass and minority owner of KVOZ Laredo, all Texas. Mr. Williams is station manager of KVOU Uvalde. Ann. Oct. 5.

KROD-AM-TV El Paso, Tex.—Seeks assignment of license from **El Paso Times Inc.** to **Southwest States Inc.** for $3,450,019. Purchasers are **Television Properties Inc.** 74% (**Jack C. Vaughn** 47.88%, **Grady H. Vaughn** 47.87%, and **Cecil L. Trigg** 4.25%), **C. R. Watts** 18% and **John M. Hamilton** 8%. Jack C. Vaughn is majority owner of KVII-TV Amarillo and KOSA-TV Odessa, both Texas. Grady H. Vaughn also has interests in both stations. C. R. Watts has minority interest in KVII-TV. Television Properties Inc. holds stock majority of Southwest States Inc. licensee of KVII-TV. Cecil L. Trigg is minority owner of both KVII-TV and KOSA-TV. Messrs. Jack C. Vaughn and Cecil L. Trigg also have 23.75% interest each in KRNO San Bernardino, Calif. Ann. Oct. 1.

KSAM Huntsville, Tex.—Seeks involuntary assignment of license from **M. B. Cauthen,** deceased, tr/as **Huntsville Bcstg. Co.** to **Verla Cauthen** independent executrix of estate of M. B. Cauthen. No financial consideration involved. Ann. Oct. 5.

KLEN Killeen, Tex.—Seeks transfer of negative control from **Ladelle M. Drake** 33⅓% to **Highlite Bcstg. Inc.** for $23,800. Stock sold to corporation as treasury stock. Ann. Oct. 2.

Hearing Cases

FINAL DECISION

By memorandum opinion and order, Commission denied petition by Tampa Telecasters Inc., for review of examiner's ruling excluding certain exhibits from being introduced in Largo, Fla., tv ch. 10 comparative proceeding. Ann. Sept. 30.

STAFF INSTRUCTIONS

Commission on Sept. 30. directed preparation of document looking toward denying petitions by Nathan Frank (ch. 12), New Bern, N.C., for reconsideration and stay of effective date of July 15 grant to Peninsula Bcstg. Corp. for mod. of cp of WVEC-TV to operate on ch. 13 in lieu of ch. 15 in Hampton, Va. Ann. Sept. 30.

Commission on Sept. 30 directed preparation of document looking toward granting application of Town & Country Radio Inc., for new am station to operate on 1150 kc, 500 w D DA, in Rockford, Ill.

Nov. 14, 1958 second supplement to initial decision looked toward denying application. Ann. Sept. 30.

INITIAL DECISIONS

Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of Valley Bcstg. Co. for new am station to operate on 1150 kc, 1 kw, DA, D, in Lehighton, Pa., and denying application of Miners Bcstg. Service Inc., for same facilities in Kingston, Pa. Ann. Oct. 2.

Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Pasadena Presbyterian Church for new class B fm station to operate on 106.7 mc in Pasadena, Calif., and denying application of Armin H. Wittenberg Jr., for same facilities in Los Angeles. Ann. Oct. 2.

OTHER ACTIONS

By letter, Commission rescinded and set aside actions of Sept. 2 and Sept. 16 granting, respectively, renewal of licenses of Washington State University station KWSC Pullman, Wash., and First Presbyterian Church station KTW Seattle, Wash., operating on 1250 kc on share-time basis. KWSC has filed application for unl. time operation, and it appears that hearing must be held on renewal applications. Ann. Sept. 30.

Commission designated for consolidated hearing following applications for new am stations to operate on 1550 kc, D: H and R Electronics Inc. (1 kw), Greenville, N.C.; Harry A. Epperson Sr. (5 kw), Winston-Salem; Francis M. Fitzgerald (1 kw, DA), Greensboro; Reisenweaver-Communications (1 kw), Winston-Salem; North Carolina Electronics Inc. (5 kw), Raleigh; Poston-Larson Bcstg. Co. (500 w), Graham, and WYTI Inc. (1 kw), Vinton, Va.; made WBOF Virginia Beach, Va., and WBSC Bennettsville, S.C., parties to proceeding. Ann. Sept. 30.

On request by National Broadcasting Company Inc., Commission continued oral argument from Oct. 1 to Oct. 8 at 2:15 p.m., in proceeding on applications for renewal of licenses of National Broadcasting Company Inc. stations WRCV-AM-TV and auxiliaries, Philadelphia, Pa. Ann. Sept. 30.

Commission scheduled following proceedings for oral argument on Nov. 13: Falcon Bcstg. Co. and Sierra Madre Bcstg. Co. for new fm stations in Vernon and Sierra Madre, both California, respectively, and Denbigh Bcstg. Co. for new am station in Denbigh, Va. Ann. Sept. 30.

By order, on petition by applicants and party respondent Russell G. Salter, Commission enlarged issues in proceeding on am applications of North Shore Bcstg. Inc., Wauwatosa, Wis.; Suburbanaire Inc., West Allis, Wis., and Watertown Radio Inc. (WTTN), Watertown, Wis., involving use of 1580 and 1590 kc. Ann. Sept. 30.

Routine Roundup

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Denied request by William E. Clark (KDOG), La Habra, Calif., for acceptance of late appearance in proceeding on his fm application and those of American Bcstg.-Paramount Theatres Inc. (KABC-FM), Los Angeles, and Tri-Counties Public Service Inc. (KUDU-FM), Ventura-Oxnard, Calif.; dismissed with prejudice Clark's application and retained in hearing status remaining applications in consolidation. Action Sept. 28.

Granted request by Morehouse Bcstg. Co. (KTRY), Bastrop, La., to dismiss without prejudice his am application which was in consolidated proceeding with application of Birney Imes Jr., for new am station in West Memphis, Ark., et al., and retained in hearing status remaining applications in consolidation. Action Sept. 29.

Scheduled hearing for Nov. 9 in tv protest proceeding on application of Oklahoma Quality Bcstg. Co. to change existing facil-

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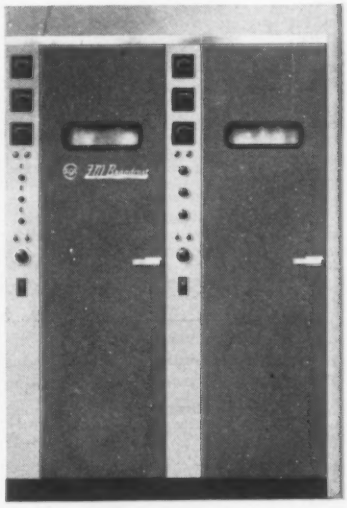

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ities of KSWO-TV Lawton, Okla. Action Sept. 28.

Dismissed with prejudice for failure to prosecute application of Central State Bcstrs. Inc., for new am station in Flora, Ill., which was in consolidated proceeding with applications of Cookeville Bcstg. Co., Cookeville, Tenn. Action Oct. 1.

Granted petition by Central Michigan Bcstg. Co. for dismissal without prejudice application for new am station in Oil City, Mich., which was in consolidated proceeding with applications of Grand Haven Bcstg. Co. (WGHN), Grand Haven, Mich. Action Oct. 1.

Scheduled oral argument for 9:20 a.m., Oct. 9, on petition by Centre Broadcasters Inc., for leave to intervene in proceeding on applications of Bald Eagle-Nittany Bcstrs. and Suburban Bcstg. Corp., for new am stations in Bellefonte and State College, Pa.; parties allowed five minutes for presentation of argument. Action Oct. 2.

Denied petition by Sam. H. Bennion for reconsideration of Sept. 10 action which dismissed with prejudice his application for new tv station to operate on ch. 8 in Idaho Falls, Idaho, and acceptance of his late appearance in Idaho Falls, Idaho, ch. 8 proceeding. Action Sept. 29.

By Hearing Examiner J. D. Bond

Granted joint petition by Radio Mississippi and Star Group Bcstg. Co., Jackson, Miss., for extension of time from Sept. 28 to Oct. 12 to file replies to certain pleadings in proceeding on their am applications which are in consolidated proceeding with applications of Cookeville Bcstg. Co., Cookeville, Tenn. Action Sept. 30.

By Hearing Examiner Basil P. Cooper

Pursuant to agreements reached at Sept. 25 hearing conference, granted motion by Seward County Bcstg. Inc., intervenor, to amend order of hearing examiner and advanced date for evidentiary hearing from Oct. 13 to Oct. 8 in proceeding on am application of Dodge City Bcstg. Inc., Liberal, Kan.; further exchange of written material will be made in accordance with agreements reached on record at hearing conference. Action Sept. 28.

By Hearing Examiner Thomas H. Donahue

On own motion, continued Oct. 29 hearing to date to be determined at prehearing conference which will be held at 2 p.m., Nov. 3, in proceeding on am applications of Southeast Mississippi Bcstg. Co. (WSJC), Magee, and Jeff Davis Bcstg. Service, Prentiss, Miss. Action Sept. 29.

On own motion, continued Oct. 22 hearing to date to be determined at prehearing conference which will be held at 9 a.m., Nov. 4, in proceeding on am applications of S & W Enterprises Inc., Woodbridge, Va., et al. Action Sept. 29.

On own motion, continued Oct. 5 hearing to date to be determined at prehearing conference which will be held at 9 a.m., Nov. 3 in proceeding on application of Dawkins Espy for fm facilities in Glendale, Calif. Action Sept. 29.

Scheduled conference for 9 a.m., Nov. 5, to establish calendar governing future steps to be taken in further proceedings on am applications of M.V.W. Radio Corp., San Fernando, Calif., et al. Action Sept. 29.

By Hearing Examiner Annie Neal Huntting

Granted petition by WMAX Inc. (WMAX), Grand Rapids, Mich., for continuance of hearing from Oct. 1 to Nov. 2 in proceeding on its am application. Action Sept. 29.

Granted petition by Transcript Press Inc. for extension of time to Oct. 26 to reply to opposition of County Bcstg. Corp., Gloucester, Mass., to Transcript's petition to clarify or enlarge issues in am proceeding. Action Sept. 29.

Scheduled oral argument for Oct. 8 on motion by Sangamon Valley Television Corp. for stay of proceeding on applications of Wabash Valley Bcstg. Corp. and Illiana Telecasting Corp. for new tv stations to operate on ch. 2 in Terre Haute, Ind. Action Sept. 30.

Granted petition by Radio Missouri Corp. (WAMV), East St. Louis, Ill., together with Hess-Hawkins Company, for leave to amend its am application to reflect Hess-Hawkins Co. as applicant instead of Radio Missouri Corp. License of station WAMV was assigned to Hess-Hawkins on Aug. 25. Action Oct. 2.

Upon agreement of parties at Oct. 2 prehearing conference, continued hearing from Oct. 7 to Dec. 14 in proceeding on am applications of Pioneer Bcstg. Co., Spanish Fork, Utah, et al. Action Oct. 2.

By Hearing Examiner H. Gifford Irion

On own motion, ordered that hearing scheduled for Oct. 19 will be used for prehearing conference rather than for further hearing in proceeding on application of Northside Bcstg. Co., for am facilities in Jeffersonville, Ind. Action Sept. 30.

Dismissed as moot motion by Jose R. Madrazo, Guaynabo, P.R., for continuance of hearing in proceeding on his am application and that of Continental Bcstg. Corp. (WHOA) San Juan, P.R. Action Sept. 30.

Denied petition by Skokie Valley Bcstg. Co., Evanston, Ill., for clarification and mod. of statement and order governing hearing in proceeding on its am application which is in consolidated proceeding with applications of Radio St. Croix Inc., New Richmond, Wis.; on own motion, continued from Oct. 5 to Oct. 12 date for preliminary exchange of engineering exhibits. Action Oct. 1.

Set aside examiner's memorandum opinion and order of Sept. 16 which granted petition of North Shore Bcstg. Inc., Madison, Wis. for leave to amend its am application which is in consolidated proceeding with Radio St. Croix Inc., New Richmond, Wis., et al.; scheduled oral argument for Oct. 9 on North Shore's petition. Action Oct. 2.

By Hearing Examiner Jay A. Kyle

Upon verbal request of counsel for Richard B. Gilbert and with consent of other parties, opened record and scheduled further hearing for Oct. 1, at 9:30 a.m., in proceeding on Gilbert's application and that of David V. Harman for am stations in Tempe, Ariz.; date for filing proposed findings of fact and conclusions to be determined. Action Sept. 29.

Upon verbal request of counsel for Broadcast Bureau, and with consent of all other parties, continued from Oct. 1 to Oct. 15, at 9 a.m., hearing on applications of Richard G. Gilbert and David V. Harman for new am stations in Tempe, Ariz. Action Sept. 30.

At request of counsel for both parties in proceeding on Evansville Television Inc., to show cause why its authorization for WTVW (TV) Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7, ordered that, at conclusion of taking of testimony on Oct. 16, hearing will be resumed on Oct. 22. Action Oct. 2.

By Hearing Examiner Forest L. McClenning

Granted petition by Suburban Bcstg. Inc. for leave to amend its financial showing in its application for new am station in Jackson, Wis. Action Sept. 28.

Granted informal request by Coral Television Corp. for continuance of certain procedural dates in proceeding on its application, et al., for new tv station to operate on ch. 6; continued from Oct. 1 to Oct 5 date for exchange of exhibits in further hearing and from Oct. 8 to Oct. 9 further hearing conference. Action Sept. 28.

By Hearing Examiner Herbert Sharfman

Upon joint oral request of counsel for applicants and without objection by Broadcast Bureau, further extended time to file initial proposed findings of fact and conclusions from Oct. 9 to Oct. 30 and for replies from Nov. 9 to Nov. 30 in Portland, Ore., tv ch. 2 proceeding. Action Sept. 28.

Granted motions by Fisher Bcstg. Co. and Tribune Publishing Co., with mod. of Tribune's proposals, to correct transcript in proceeding on their applications for new tv stations to operate on ch. 2 in Portland, Ore. Action Sept. 30.

Upon oral request by Broadcast Bureau, and with consent of applicant, continued hearing from Oct. 13 to Oct. 30 in proceeding on application of CHE Bcstg. Co., for new am station in Albuquerque, N.M. Action Oct. 2.

Granted motion by Fisher Bcstg. Co. for leave to amend its application to reflect death of vice president, director, stockholder and stock subscriber of applicant; reopened record to receive amendment and closed record in Portland, Ore., tv ch. 2 proceeding. Action Oct. 2.

By Hearing Examiner Horace Stern

Issued answers to proposed findings of fact and conclusions of law in Boston, Mass., tv ch. 5 remand proceeding. Action Sept. 29.

Continued on page 116

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*ARB Continuing Readership Study

Continued from page 114

BROADCAST ACTIONS

By FCC

Granted renewal of licenses fo following stations in Albuquerque, N.M.: KOB-TV; Mexico Bcstg. Co. stations KGGM-TV (main trans. and ant. and aux. trans.). Ann. Sept. 30.

KOAT-TV Albuquerque, N.M.—Is being advised that applications for renewal of license and transfer of control indicate necessity of hearing to be consolidated with protest proceeding on application of Video Independent Theatres Inc., for mod. of cp of KVIT (TV) (ch. 2) Santa Fe. Ann. Sept. 30.

By Broadcast Bureau

Actions of October 2

KBKC Mission, Kan. — Granted license covering increase in power and installation of new trans.

WKAM Goshen, Ind.—Granted cp to install new trans.; remote control permitted.

KMA Shenandoah, Iowa—Granted cp to replace two destroyed towers of DA system, add top-loading to all towers and make changes in ground system; conditions.

WFBM-TV Indianapolis, Ind.—Granted cp to install aux. ant. system to be used with presently licensed aux. trans.

WJMO Cleveland Heights, Ohio—Granted mod. of cp to change ant.-location at same site and make changes in ground system and ant. system (increase height); condition.

KXL Portland, Ore.—Granted mod. of cp to change type trans.

KGFM (FM) Edmonds, Wash.—Granted mod. of cp to increase ERP to 120 kw, change ant. height to 720 ft., install new type trans. and new ant.; remote control permitted; conditions.

K71AK, K73AK Cow Creek, Ore.—Granted mod. of cps to change ERP to 89 w, type ant. and make changes in ant. system of tv translator stations.

Following stations were granted extensions of completion dates as shown: K74AP, K72AR California Oregon Television Inc., Grants Pass, Ore. to May 12, 1960; WKBM-TV Caguas, P. R. to Nov. 30; WJAZ Albany, Ga. to Dec. 15; WASA-FM Havre de Grace, Md. to Feb. 23, 1960; WJIM-FM Lansing, Mich. to Dec. 31.

WBEU Beaufort, S. C.—Remote control permitted.

Actions of October 1

WBRY Waterbury, Conn.—Granted acquisition of positive control by **P. James Roosevelt** through purchase of stock from **James B. Lee** and **Sol Robinson.**

WAGE Leesburg, Va.—Granted assignment of license to **WAGE Inc.**

KLYD-TV Bakersfield, Calif. — Granted mod. of cp to change ERP to vis. 234 kw, aur. 123 kw, and install new ant. system; ant. 650 ft.

Actions of September 30

WIPS Ticonderoga, N. Y.—Granted assignment of license to **Ti B/cg Inc.**

WMOG Brunswick, Ga.—Granted acquisition of positive control by **Allen M. Woodall** through purchase of stock from **Yetta Samford, C. S. Shealy,** and **Frederick G. Storey.**

WAKY Louisville, Ky. — Granted license covering installation alternate main trans. for night use, employing DA, and alternate main trans. as aux. trans. during daytime hours, employing DA-N.

WAKY Louisville, Ky.—Granted mod. of license to operate alternate main and aux. trans. by remote control; conditions.

WREX-TV Rockford, Ill.—Granted cp to change fm exciter unit of aur. trans.

WICE Providence, R. I.—Granted cp to install old main trans. as aux. trans.

KARI Blaine, Wash.—Granted mod. of cp to change trans. and main studio location, change type trans. and make changes in ground system.

KLRO (FM) San Diego, Calif.—Granted mod. of cp to change studio and remote control location and change type trans.

WNWC (FM) Arlington Heights, Ill. — Granted mod. of cp to change type trans.

WFAA-FM Dallas, Tex.—Granted mod. of cp to change type of trans.

KTW Seattle, Wash.—Rescinded action of Sept. 2 which granted license covering cp which authorized change in ant.-trans. location, make changes in ant. system (increase height); install new trans. and operate trans. by remote control from studio location.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through October 5

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,359	59	106	722
FM	600	45	158	84
TV	467[1]	54	100	128

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through October 5

	VHF	UHF	TOTAL
Commercial	441	80	521
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through August 31, 1959

	AM	FM	TV
Licensed (all on air)	3,351	596	467[1]
CPs on air (new stations)	55	40	54[2]
CPs not on air (new stations)	107	148	99
Total authorized stations	3,513	784	668
Applications for new stations (not in hearing)	478	61	56
Applications for new stations (in hearing)	217	27	68
Total applications for new stations	695	88	124
Applications for major changes (not in hearing)	590	30	36
Applications for major changes (in hearing)	172	5	16
Total applications for major changes	762	35	52
Licenses deleted	0	2	1
CPs deleted	1	2	0

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

Actions of Septmber 29

KHBR Hillsboro, Texas—Granted assignment of license to **KHBR Radio Inc.**

KVEN-FM Ventura, Calif.—Granted extension of completion date to Jan. 28, 1960.

KDOG (FM) La Habra, Calif.—Granted extension of completion date to Dec. 31.

WALY Herkimer, N. Y.—Granted change of remote control authority.

Actions of September 28

WBRC-FM Birmingham, Ala.—Granted license for fm station; ERP 15.5 kw.

WIRO Ironton, Ohio — Granted cp to change ant.-trans. location and make changes in ground system.

WSID Essex, Md.—Granted cp to change ant.-trans. location, change type trans. and make changes in ant. and ground system.

***KCPS (FM) Tacoma, Wash.** — Granted mod. of cp to decrease ERP to 770 w, increase ant. height to 150 ft., make changes in ant. system and change type ant.

WJBM Jerseyville, Ill.—Granted mod. of cp to change type trans.

KSSS Colorado Springs, Colo. — Granted mod. of cp to change type trans.

WBIC Islip, N. Y.—Granted mod. of cp to change type trans.

KOOO Omaha, Nebr.—Granted mod. of cp to change studio location.

WFHR Wisconsin Rapids, Wis.—Granted mod. of cp to change type trans. for nighttime operation (two main trans.).

WBBC Flint, Mich.—Granted mod. of cp to change type trans.

KOOD Honolulu, Hawaii—Granted mod. of cp to change type trans.; conditions.

Following stations were granted extensions of completion dates as shown: KUDU-FM Ventura-Oxnard, Calif. to Dec. 31; WROW-FM Albany, N. Y. to March 7, 1960; WHRW Bowling Green, Ohio to Dec. 31; WIBC-FM Indianapolis, Ind. to March 11, 1960; WENN Birmingham, Ala. to Dec. 15; WMPM Smithfield, N. C. to March 4, 1960; WCCC-FM Hartford, Conn. to Jan. 11, 1960.

Action of September 25

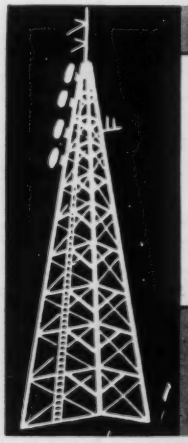
KART Jerome, Idaho—Granted extension of authority to sign-on at 6 a.m., and sign-off at 7 p.m.

Action of September 24

WDMR Venice, Fla.—Remote control permitted.

Following stations were granted extensions of completion dates as shown: KTWX-TV Sheridan, Wyo. to March 20, 1960; WLSN Wilson, N. C. to Jan. 15, 1960; WFMD-FM Frederick, Md. to May 13, 1960.

Continued on page 121



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RADIO

Help Wanted—Management

Wanted combination assistant manager salesman chief engineer. Pay salary plus percentage of profits. Radio Station KVOU, Uvalde, Texas.

Manager-sales/programming—new fm station Chicago-suburban area. Must know fm selling. Opportunity for loyal, hard-working, community-minded person. $150,000,-000 market plus. Write in confidence, experience, salary, etc. John D. Morgan, WNWC, Box 26, Arlington Heights, Illinois.

Sales

Northern Ohio medium market needs 2 men, building for top grosses, experienced men only. Box 308P, BROADCASTING.

Aggressive, experienced radio salesman with at least 2 years fulltime radio selling experience. Only those with successful sales record need apply. Position in metropolitan market south Florida. Salary and commission open. Tell all in first letter, include references. Box 740P, BROADCASTING.

Salesman-Excellent opportunity for good producer. Strong independent, major Indiana market. $6,000 plus. Box 801P, BROADCASTING.

Tennessee 5 kw needs self-starter who can do air and production spots. Salary plus commission. Send tape with full info including sales record and references. Box 824P, BROADCASTING.

Aggressive salesman who can also operate board for single market radio station in fast growing Virginia city. Salary plus commission. Box 829P, BROADCASTING.

Sales manager position, fully qualified. Send details on salary and location if interested. Write Box 830P, BROADCASTING.

Radio sales manager Number one, top 40 station with a big sound needs experienced man to manage sales, reporting directly to the president. Multiple ownership. Outstanding opportunity. Send full details. Box 833P, BROADCASTING.

Sales manager for market with terrific potential. Fine deal for right man. Resume, photo, first letter. Box 852P, BROADCASTING.

Sales development opportunity for a young man qualified to plan, evaluate, and coordinate complete selling programs for regional television and radio. Knowledge of agency time buying and sports broadcasting helpful. Job can lead to sales management position in one of the fastest growing companies in the industry. Resume please, including present salary range. Box 854P, BROADCASTING.

$125.00 weekly for salesmen. Also bonus and commission. Metropolitan market east coast. Opportunity unlimited. Box 865P, BROADCASTING.

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesmen. Top station Washington, D.C. market. Box 867P, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Top salesman for booming one station market in ideal California coastal location. Good guarantee to start. Contact Tom Wallace, KNEZ, Lompoc, California.

Salesman-announcer. FM experience desired. Independent fm station to begin broadcasting soon. WFMM, 44 W. Biddle St., Baltimore 1, Maryland.

Help Wanted—(Cont'd)

Sales

Our successful am-fm operation in suburban Chicago is expanding through a power increase and an additional station in a nearby city. Our policy is to promote to sales management and management only from our successful salesmen. We need another aggressive, intelligent salesman in his late 20's or early 30's who wants to prove himself in a major market and prepare himself for further advancement with our company. Details of compensation can be arranged; however, our sales compensation is basically 25% commission and all our sales representatives are expected to have their earnings based on that figure. If you have had successful sales experience and wish to increase earnings and responsibility as a result of effort, contact immediately Ed Wheeler, WEAW, Evanston, Illinois with complete details and requirements and a personal interview will then be arranged.

We have opening for progressive salesman who would like to join real progressive top rated station that really swings. Excellent opportunity for the right man. Send full details to Radio Station WSHE, Raleigh, North Carolina.

Announcers

South Florida metropolitan market, Number 1 station, in beautiful city three miles from the Atlantic ocean, with wonderful living and working conditions, needs a swinging deejay at $135.00 a week. Send resume, tape at once to Box 591P, BROADCASTING.

Combo man—with some announcing experience: first phone required. Needed about the first of November. New daytime operation, in town of about 10,000 in western Pennsylvania. Send tape, resume, picture and salary requirements at once to Box 685P, BROADCASTING.

Combination engineer and announcer with first phone for growing east coast chain. Location, Maryland. Morning show and maintenance. Top salary. Can become part of management. Box 814P, BROADCASTING.

Looking for a good all-around announcer for mid-south station. Congenial working conditions. Immediate opening. Forward training, experience record, photo, tape. Box 817P, BROADCASTING.

Sharp morning radio news man with hard hitting delivery and good local news background. Opportunity for tv in combination operation in midwest. Send tape, picture, salary. Box 820P, BROADCASTING.

Top 40 dj for leading North Central station. Must know records, have teen age appeal. Send air check, photo, resume, salary expected. Confidential. Box 823P, BROADCASTING.

Tennessee 5 kw needs self-starter who can do air and production spots. Salary plus commission. Send tape with full info including sales record and references. Box 825P, BROADCASTING.

Experienced, fast-paced disc jockey. Creative. For Ohio competitive market. Send tape at once and complete resume. This is a Storz-McClendon type operation. Box 840P, BROADCASTING.

Young announcer to join staff of network affiliate radio station on the shores of Lake Michigan. Must be mature, and able to operate own board. Applicants should have at least one year experience. Beginners need not apply. Box 844P, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Well established station in Virginia needs a staff announcer. Send resume, snapshot and audition. Box 845P, BROADCASTING.

Staff man for general broadcasting, plus sales and news; Oklahoma. Box 860P, BROADCASTING.

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

Aggressive first phone-announcer can have fun running with youthful group at 5 kw that booms into five states and two Canadian provinces. Good pay, benefits. Tell all first letter. Tapes, pic to KSJB, Jamestown, North Dakota.

Wanted, smooth announcer for modern, moderately paced good music station. No drifters, hopheads or drunks need apply. All replies confidential. Write Dave Button, KMIN, Grants, New Mexico.

Excellent earnings and future for right man. Must be mature, settled, experienced in news/all music. Send tape, photo, resume to Manager, KXJK, Forrest City, Arkansas.

WANE needs a nite-owl! No r&r, no c&w, just pleasant music. Good salary, benefits, opportunities for right man. Send tape, photo, resume to Jim Halston, WANE, Fort Wayne, Indiana.

Chief engineer-announcer for combination operation in Lake City, Florida. Excellent living and working conditions, finest hunting and fishing. Young, able, congenial staff. Salary open based on abilities as announcer-engineer. Permanent, secure job for right man. Contact Jim Rogers, General Manager, WDSR. Phone 525, Box 826, Lake City, Florida.

Dee-jay opportunity—in Flint, Michigan. Leading station needs good dj. Good salary. Send background, photo and tape audition to WFDF.

Announcer needed—Must be versatile and experienced. Contact Elmo Mills, WFTB, London, Kentucky.

Wanted: Two announcers—promising future. Send tape, resume and photo to Program Director, WNCO, Ashland, Ohio.

This swinging top 40 station is looking for good young announcers. Must be able to fit into our swinging team. Send tape and full details to Radio Station WSHE, Raleigh, North Carolina.

Immediate opening for 2 first class phone-announcers. No maintenance. Must have heavy announcing experience. Send tape and resume to Charles R. Dickoff, WSJM, 414 State Street, St. Joseph, Michigan.

Announcer middle music station, no r and r, no r and b. At least one year commercial experience. Friendly, light style but must sell. Tape, resume, references to Mal Morse, WSUB, Groton, Conn.

Experienced announcer-traffic man. Rush tape, resume, and photo to F. H. Stewart, WSVS, Crewe, Virginia.

Immediate opening for capable staff announcer for medium paced, fulltime station. Send details, tape, references, WTON, Staunton, Virginia.

WTUX, Wilmington, Delaware needs announcer with at least four years experience. Good working conditions. Contact Donald Mathewson, Program Director.

Immediately, previous station combo, experienced. No tapes. WVOS, Liberty, New York.

Help Wanted—(Cont'd)

Announcers

Deejays, you can have smoother flowing ad-libs. Patter book, $1.10, including postage. Gags, P.O. Box 1, Elkhart, Indiana.

Announcers: Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Disc jockey November 1 for new Illinois daytimer. 48 hours, $70-$80 start. Send resume, tape, photo. Woodrow Sudbrink, Beardstown, Illinois.

Technical

Top pay for top engineer-announcer. Midwest 250 watt independent. No r&r. Send photo, tape with full information to Box 767P, BROADCASTING.

Transmitter engineer with maintenance experience for 5 kw mid Atlantic station. Excellent opportunity for advancement. Send photo and resume to Box 789P, BROADCASTING.

Chief engineer wanted. Must know maintenance. Two tower nite, non-directional daytime. Steady. Nice town, mild climate. 100,000 population. Box 807P, BROADCASTING.

Need combo man, announcer-engineer. Limited experience acceptable. Southern location in good town. Position now open. Box 818P, BROADCASTING.

Capable chief engineer-announcer. Announcing secondary. $90.00 weekly to right man. Box 848P, BROADCASTING.

Engineer with knowledge of ten thousand watt RCA transmitters capable full maintenance ultra modern studio equipment. Must be creative with feeling for production plus desire for responsibility and to become important member of management team. Outstanding opportunity for right man in Canada's largest city with progressive organization now opening brand new radio station. Apply George C. Davies, CKGM, 1455 Drummond Street, Montreal. Phone Victor 53201.

Production-Programming, Others

News man, 7 years in radio wants job as pd, or newsman on fulltimer in midwest. Wisconsin, Illinois or Minnesota. $100.00 week. Married. Box 805P, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

News director radio & tv. Completely equipped department. Network affiliate. Send pic and details Box 834P, BROADCASTING.

Copywriter and traffic assistant. Large metropolitan station. Top pay. Box 863P, BROADCASTING.

Private secretary and girl Friday. Large metropolitan station. $80-$100 weekly. Box 866P, BROADCASTING.

Traffic director large metropolitan station. Excellent pay. Box 868P, BROADCASTING.

First phone operator seeking sales opportunity. KCHJ, Delano, serving 14 California counties.

Sports director. Fully qualified. Some staff duties. Send tape, snapshot, all details. KHAS Radio, Hastings, Nebraska.

Newsman wanted for wide awake operation located forty miles from NYC. Journalism education preferred. Send tape, resume, present salary and number of hours worked weekly to WLNA, Peekskill, N.Y.

RADIO

Situations Wanted—Management

Experienced manager, all phases, strong sales, hard working, progressive. Wants position with future. Metropolitan and medium market background. Write Box 751P, BROADCASTING.

California manager-wife team. Excellent background and references. Desire east. Box 752P, BROADCASTING.

Topped industry sales records repeatedly. Opportunity for revenue expansion first consideration. Salary secondary. Specialist operations and sales productivity medium and small markets. Box 784P, BROADCASTING.

Station manager, r/tv. Capable. Programming and sales. Proven record. Box 796P, BROADCASTING.

It's an even trade! Major market agency vice president in search of challenging opportunity in station management. Box 800P, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Experienced salesman who can sell, desires to work into management at station with potential. Excellent background, public relations, references. Box 806P, BROADCASTING.

14 years radio & television management experience. 2 positions during this period. Past President State Broadcasters Assn. Successful background—top references. Desire radio management & part owner or tv management. Box 815P, BROADCASTING.

Manager, good sales record, fifteen years experience all phases of broadcasting, first phone. Excellent references. Box 826P, BROADCASTING.

General manager/sales manager major market. 15 years experience. Strong on sales retail and regional, programming. Highest industry references. Box 838P, BROADCASTING.

Presently sales manager two station market, last position manager small market. First phone, top salesman, journalism degree. Ready and able to manage/sales manage two or three station market. No south, present employer knows of this ad and will give highest recommendation. 33 years old. Family Box 869P, BROADCASTING.

Announcers

Big contest! ! No entry fee! ! First prize—young married announcer. Experienced all phases radio-tv on camera programming. Finish this sentence. "I want the best man available because . . ." Mail to Box 727P, BROADCASTING.

Personality-dj. Versatile. Experienced. Creative, gimmicks, commercials. Cooperative. Tape available. Box 795P, BROADCASTING.

Announcer. Mature. Sales minded. Write copy. Operate board. Good background. Box 798P, BROADCASTING.

Gal announcer. Can handle woman's or deejay show. Copywriter too. Box 799P, BROADCASTING.

Experienced announcer wants to locate in Alabama. Central or South portion preferred. Box 816P, BROADCASTING.

California. Combo-announcer. First phone. Three years experience. Available immediately. Box 831P, BROADCASTING.

STATION MANAGER

$15,200

to

$20,000

(first year)

in

FABULOUS HOUSTON

(South's Largest City)

That's what we are willing to pay for a Manager Whose Basic qualifications are an intensive approach to sales and sales management.

1. The station is programmed to reach 310,000 Negroes.
2. Current billing is in excess of $250,000.
3. Excellent air personalities and good share of audience.
4. Studio and office facilities new and modern.
5. Member of highly successful 6 station OK Group.
6. Enjoys excellent national recognition.

Our plan of remuneration gives you a guaranteed base salary plus a percentage of the gross billing. With imagination and inspired selling plus Houston's tremendous potential your earnings can be tops in the radio business.

You must have a proven record and good references. Write giving full history and details. Applications confidential. Apply Stanley Ray, The OK Group, 505 Baronne St., New Orleans, La.

Situations Wanted—(Cont'd)

Announcers

Sportscaster. College grad, communications major, 22, vet, currently production assistant in 50,000 watt station in New York. News, sports, announcing, writing, background. Prefer northeast. Tape, resume available. Box 827P, BROADCASTING.

Had enough of tv production. Several years in broadcasting. Seeking good radio operation, metro area east coast. Strong news, easy music. Box 836P, BROADCASTING.

Young, green, hearty Carolina breed. Will grow in most any type soil. May be shaped. Order now, pay later. Air Force Lieutenant, available in March. Box 841P, BROADCASTING.

Very fast, capable, clear-thinking format dj, experienced in two quarter-million markets. Desire position that will not try to slow my pace. Box 847P, BROADCASTING.

DJ, 5 years experience, knows music. Tight production. Family. Box 853P, BROADCASTING.

DJ all night personality type, in urban market, first phone, experienced. Box 855P, BROADCASTING.

Announcer, dj, 1st phone, also maintenance, diversified experience. Prefer northeast states. Box 856P, BROADCASTING.

Announcer-dj, experienced. Commercial news, board. Leave immediately. Resume and tape on request. Start at ninety dollars. Box 858P, BROADCASTING.

Announcer available—one year experience, young, ambitious, willing to travel. Bob Jones, Gilberts, Illinois. Dundee Hazel 6-3848 after 7:00 P.M.

Announcer, 1st phone, consider preventative maintenance, $85, no car. Berkshire 7-6721 after 5:00 PM. Walter Piasecki, 2219 N. Parkside, Chicago.

First phone: combo-man; trained in all phases of broadcasting. Married. Prefer western states. Available now. Jack Wismer, 1453 Tamarind Ave., Hollywood, Calif. PH Hollywood 9-1938.

Technical

Experienced engineer. 7 years am, some tv, chief, remote control, and 5 kw directional system. Prefer south, will consider other offers. Box 678P, BROADCASTING.

Experienced chief engineer desires position as chief or manager of south Florida daytime station. Phone Cocoa, Florida, NE. 6-1499 or Box 731P, BROADCASTING.

Recent technical school graduate, first ticket, some experience as audio man for tv stations, 23 years old, vet. Box 747P, BROADCASTING.

Engineer. 8 years maintenance, construction, operation high powered directionals. Seeks permanent job with reliable organization. First phone. Box 797P, BROADCASTING.

Engineers. Chiefs, studio men, beginners available now. For prompt action tell us your needs. Disk Jockey Placement Agency, 100 West 42nd St., New York 36, N.Y.

Available—Experienced engineer and announcer. Desires job in south or southwest. Write Tom Graves, P.O. Box 204, Malvern, Arkansas, Phone 1427-W.

Production-Programming, Others

Status quo just so-so. Will scrap for status with greater quo. Radio gal. seasoned pro; talent, knowhow, get-up-and-go . . . seeks genuine challenge, chance to grow. Dynamic radio, a big yo-ho! S.O.S.! I'm ready to go. Box 803P, BROADCASTING.

Radio-tv news director, powerful on air presentation. Writes mature, interesting copy. East coast position news director or newsman on high-rated staff. Box 842P, BROADCASTING.

Experienced announcer, knows radio, desires part time/weekend work any capacity New York City. Box 804P, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

10 years experience in station operation. Strong in selling copy. Creative. Administrative ability. Box 857P, BROADCASTING.

Reporter-newscaster—Responsible, complete coverage, professional delivery, now working, 8 years radio-newspaper experience, best references, college, car, interested radio and/or tv. Box 861P, BROADCASTING.

TELEVISION

Help Wanted—Sales

Tv sales manager. We have recently acquired a new property and need experienced man capable of supervising tv sales of both stations. Send full details. Box 832P, BROADCASTING.

Announcers

Weatherman wanted for Florida station. Must be a meteorologist and have had television experience. Send photograph and voice tape along with complete personal background. Box 819P, BROADCASTING.

Technical

Opening for 1st class transmitter engineer. Good working and living conditions in single station tv market. Contact Marion Cunningham, Chief Engineer, KTWO-TV, Casper, Wyoming.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

Assistant chief engineer or studio operations. Salary open. Prefer 2 to 3 years experience in maintenance. J. Smith, Chief Engineer, Box 840, Corpus Christi, Texas.

Production-Programming, Others

Good salary for radio-television newsman to gather and present news for single station television market in upper midwest. Photography useful. Send tape, pictures, all personal information to Box 802P, BROADCASTING.

Midwest NBC affiliate in market of over 300,000 tv sets needs a production or program man who wants to get into sales. Must be aggressive, hardworking and enthusiastic idea man. Box 859P, BROADCASTING.

Newsman — Experienced reporter-photographer to join aggressive news staff basic CBS vhf southeast. No air work required but must be capable all other phases news work. Good salary and opportunity. WTVD, Box 2009, Durham, North Carolina.

TELEVISION

Situations Wanted—Management

Presently with big group owner in a secondary market. Desire larger operation. Have solved the most grave management and market problems. Am active in industry affairs. Extensive time—large contacts. Am pioneer although only 38 years of age. Box 809P, BROADCASTING.

Salesmanager: Experienced and hard working. I believe I can increase your sales and be an asset to your company. May we discuss it? Box 839P, BROADCASTING.

Announcers

College graduate, 28, family. Presently employed. Desire to return to southeast as announcer with good tv station. $125.00. Box 808P, BROADCASTING.

Now tv announcing in top 10 market. Extremely versatile . . . desires change. Box 811P, BROADCASTING.

Sportscaster—tv, radio, play-by-play, seven years experience. Top ratings. Seeking relocation in large market. Box 822P, BROADCASTING.

Announcer: 12 years broadcasting. Program director, news and play-by-play sports. Desire position in community minded station. Box 862P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced tv news, sports, special events. Mature voice. Go anywhere, single, sober, 40. Paul Barnett, 1489 Wellington, Memphis, Tenn., WH 8-4797.

Technical

First ticket, experienced in construction and all phases studio operation. Seeking permanent position. Box 843P, BROADCASTING.

Chief engineer. Eleven years experience in tv operations, maintenance, construction and administration. Want supervisory position. Best references. Available immediately. Box 846P, BROADCASTING.

Production-Programming, Others

Comedy actor and writer. Entertainment and radio dj background would like opportunity with tv station. Box 679P, BROADCASTING.

Advertising agency girl with four years tv station traffic and production experience. Five years agency experience—tv buyer and traffic interested in opportunities for advancement. Box 732P, BROADCASTING.

Local problems? Nine years experience as producer-director, production manager, traffic manager, programming. Now with network. Married. Best references. Box 828P, BROADCASTING.

Eight years in broadcasting—metro areas. Top director. Good announcer. Prefer east coast. Director-announcer-director. Box 835P, BROADCASTING.

Experienced, hardworking producer-director. Family. Imaginative, creative ability. All phases production. Box 837P, BROADCASTING.

FOR SALE

Equipment

Collins 737A 5 kw fm transmitter Collins 5 ring fm antenna now in use. Make offer. Also have 400 ft. 1⅝" Andrew rigid transmission line. Box 460P, BROADCASTING.

2 **Motorola** FMTU30 160mc band mobile transmitters 30 watts output for $65. "Cub" corder $25. Box 774P, BROADCASTING.

5 kw transmitter Gates BC-5A complete with tubes and crystal in good operating condition. Currently on air at KYOK, Houston, Texas. Price $5900. Terms can be arranged. Available for immediate shipment. Stanley Ray, 505 Baronne St., New Orleans 12, La.

Two Ampex tape machines, 600 and 601. Perfect shape. Spare parts. $800.00 takes both. Contact T. R. Hanssen, WDVH, P.O. Box 289, Gainesville, Florida.

Heavy duty 300 foot guyed tower, standing, 304 feet with beacon. Uniform triangular cross section, has base insulator. Strong enough to support side antenna. Excellent condition. WKAN, Kankakee, Illinois.

400 foot, self-supporting, D-30 Truscon tower. Galvanized, three legs. All standard fixtures, includes lights. Contact Richard Sommerville, WTTH, Port Huron, Michigan.

Ampex 600 and 620 speaker-amplifier-very little head wear, not used professionally. $500 or make offer. W. Bolle, 209 W. Laurel, Sierra Madre, Calif.

Following equipment available: Gates model 2639 modulation monitor as is but working. Radio City Products tube tester, 322. Gates 2559 recording amplifier. Gates 28Co limiter working condition. 6N Presto disc recorder. Two Fairchild turntables 33-78 speeds. TV video carrier monitor H.P. model 336-C. Frequency 83.24 mc. Write J. M. Brady, P. O. Box 2148, Idaho Falls, Idaho.

Video monitors. Closed circuit and broadcast. Foto-Video Laboratories, Inc. Cedar Grove, New Jersey. CE. 9-6100.

FM, am, tv transmitters, studio consoles cameras everything in broadcast equipment. Urgently want 250w-10kw fm, am, tv, etc. Call Mr. Charol. Technical Systems Corp., 12-01 43rd Ave., Long Island City, N. Y.

WANTED TO BUY

Stations

Bought one, want another. Prefer midwest or southwest. $100,000-$250,000 price range. Confidential, please. Box 594P, BROADCASTING.

Small station on or near coast or our island possessions. Box 636P, BROADCASTING.

Financially qualified multi-owners interested in acquiring 1 kilowatt or more fulltime stations in Dallas, Minneapolis, Milwaukee, Tulsa and Buffalo. Replies confidential. Principals write Box 821P, BROADCASTING.

Equipment

TV transmitter, 500 or 1000 watt, channel 8, also diplexer and sideband filter. KINY-TV, Juneau, Alaska.

We need a good, used console or consolette, frequency monitor, and peak limiter. If you have something good at a fair price, call or write. Max Harper, Radio Station WDAK, FAirfax 2-5447, Columbus, Georgia.

I wish to buy 2 transmitters. 1 kilowatt, preferably RCA Victor with turntables and antenna and fm equipment. Address Jesus D. Gonzalez, Radio Station XEAW, Apartado 628, Monterrey, N.L., Mexico.

Used flutter meter—Please state price. Contact W. Bolle, 209 W. Laurel, Sierra Madre, Calif.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 150 West Olive Avenue, Burbank, California.

FCC license in six weeks. Resident classes September 28, November 16, January 18. Guaranteed personal instruction by Waldo Brazil, Pathfinder Radio Service, 510 16th St., Oakland, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

MISCELLANEOUS

Plan Christmas spot campaigns now. We write, voice, record custom commercials. No jingles. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

$100.00 Reward for information leading to the recovery of 1959 Pontiac Bonneville Vista, Sunglow (Red) over white. Florida tag number 3W 50578—registered to Father William Roberts, 43, 6' 2", weight 200 lbs.—neat dresser—purchases radio time for revivals. Call Dale MaComb, Redwood 65181, Tampa, Florida.

Free program. Build listenership. Increase ratings and prestige. Schedule Lutheran Vespers. 30 minutes of dignified message and hymns featuring outstanding college choirs. Schedule each Sunday after 4:00 p.m. Send starting date (at least 30 day notice), broadcast time, and K.C. Keep all recording tapes for your use at completion of broadcast. Paul C. Messplay, 1407 West Prospect, Kewanee, Illinois.

RADIO

Help Wanted—Sales

PROGRAMATIC FIELD SALES REPRESENTATIVES

The rapid expansion of this automated radio broadcasting service has created several attractive openings for qualified field sales representatives. These positions offer excellent salaries plus sales incentive compensation. High earning potential with excellent future.

Applicants should be experienced in operation of radio stations. Must have ability to sell at station ownership and management level. Must be willing to do extensive traveling.

Please submit qualifications to:

John Esau

PROGRAMATIC

Broadcasting Service

229 Park Avenue South

New York 3, N. Y.

Broadcast Sales Engineer

Collins Radio Company has an immediate opening for a Broadcast Sales Engineer. Technical experience in Broadcast engineering essential. Sales experience helpful but not necessary. Salary open. Call or write R. M. Winston, Collins Radio Company, Cedar Rapids, Iowa.

Collins Radio Co.

Cedar Rapids Dallas Burbank

Help Wanted—Announcers

announcer with

EXPERIENCE

CREATIVITY

LIVELINESS

(and something on the flip side)

Seventeen-year-old big-city radio station, very successful, needs a new announcer-dj with enough personality to carry his own weight among present top-flight personalities. Permanent position, superior earning opportunity. Send tape, resume, photo and salary expectations. Do it today.

Box 812P, BROADCASTING

Help Wanted—(Cont'd)

Announcers

AMERICA'S FIRST

24 HOUR ALL GIRL STATION.

In romantic Hawaii. Soon to begin operation. Announcers, sales, engineers, all should apply now to KNDI, Box 1516, Honolulu 6, Hawaii.

Technical

Immediate Openings

OVERSEAS

and in the

UNITED STATES.

ASSIGNMENTS

for

RADIO

and

MICROWAVE

ENGINEERS, TECHNICIANS

and

TECHNICAL WRITERS

(Family may accompany)

- **RADIO ASSIGNMENTS. Require Telecommunication System and/or Propagation Path Test Experience.**
- **MICROWAVE ASSIGNMENTS. Require 3 to 5 years General Experience in route design, equipment specifications and installation, or operation of telecommunication systems.**

Send Resumes To

J. J. Quirk

TELEVISION ASSOCIATES OF INDIANA, INC.

E. BARKER AVENUE,
(LAKELAND)
MICHIGAN CITY, INDIANA

RADIO

Situations Wanted—Announcers

STAFF ANNOUNCER

four years, 50 kw-am and vhf-tv with emphasis news and sports. Desire news-sports, including play-by-play. Single, vet, working on masters. Prefer east, but will relocate anywhere.

BOX 850P, BROADCASTING

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

TELEVISION

Help Wanted—Technical

WFMY-TV, GREENSBORO, N.C.

Needs to add engineer with first class license. Must have television training or experience. Excellent working conditions, insurance plans, 40-hour week. Write Mr. Doyle Thompson, Chief Engineer, with full details on training, experience. Send photograph. This is a job for a man who wants a permanent situation.

WANTED TO BUY

Stations

WANTED TO BUY

Class "B" FM radio station.
in
New York City area.
All replies strictly confidential
Reply Box 571, Wheaton, Illinois

RADIO STATIONS WANTED

Investment banking firm organizing new chain is interested in acquiring AM Radio Stations for cash and/or stock. Capable management will be retained. Principals only. Submit details.

WHITMORE, BRUCE & CO.
29 Broadway
New York 6, N.Y.

STATIONS — FOR SALE

FOR SALE

250w full-time network station located in very desirable midwest area. Ideal situation for owner-operator. Can be purchased on reasonable terms.
Box 758P, BROADCASTING

NOTHING DOWN

Will sell half of station in medium market to anyone who will assume all operating expense. Profit from station to pay for half.
BOX 849P, BROADCASTING

Fine station. Better than 90,000 population. Multiple owner wants to devote more attention to properties closer at home. Price: $60,000; $18,000 down, long payout. Only principal, experienced, responsible replies, please. Sacrifice priced.
Box 813P, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

SOUTHWEST METROPOLITAN STATION . . .

$14,000.00 down and you can own top-rated country-western station in number one country market of the southwest . . . low operating expense structure make this an ideal property . . . Don't miss this golden opportunity . . . Can't last long . . . Write:
BOX 851P, BROADCASTING
(No brokers please)

Texas fulltimer $48,000 1/3 down —West major fulltime regional $1,000,000 29% — Southwest Kw Day $225,000 29%—West major fulltime regional $265,000 27%— Texas Kw Day, beautiful plant, top coverage excellent area. $94,000 $35,000 down—West major fulltime regional $485,000 reasonable cash down & terms negotiated— Texas Kw Day $143,000 29%— —West fulltime regional $225,000 30%. All above making money. PATT McDONALD, BOX 9266, AUSTIN, TEX. GL. 3-8080 or Jack Koste, 60 E. 42nd, N.Y. 17, N.Y. MU 2-4813.

Minn.	Single	500w	85M	Terms
Ky.	Single	1kw-D	100M	Terms
Cal.	Single	250w	65M	Terms
Fla.	Single	500w	50M	Terms
S.C.	Single	1kw-D	45M	Terms
Cal.	Single	250w	33M	Terms
Iowa	Small	1kw-D	116M	Terms
Ky.	Single	1kw-D	100M	Terms
Minn.	Single	1kw-D	105M	Terms
Ariz.	Small	1kw-D	70M	Terms
N.C.	Second	250w	78M	Terms
La.	Medium	1kw-D	150M	Terms
Ala.	Metro	5kw-D	195M	Terms
Miss.	Metro	1kw-D	98M	Terms
S.E.	Major	5kw-D	225M	Terms
Mid	Major	500w	475M	Terms

And others.

PAUL H. CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

Positions Open

Positions are open within the FCC for young people who want to make government radio engineering a career. Such opportunities, FCC announced, are open to college seniors and graduates in engineering, and also persons with experience in electronics.

Openings are available in Washington and at various FCC field headquarters throughout the U.S. Positions start at a GS-5 grade ($4,490-$4,940) or GS-7 grade ($5,430-$5,880). Further information may be obtained by writing to the Executive Secretary, Board of U.S. Civil Service Examiners, FCC, Washington 25, D.C.

Continued from page 116

PETITIONS FOR RULE MAKING FILED
September 29, 1959

Beacom Broadcasting Enterprises, Fort Pierce, Fla.—Requests that rules be amended to reassign ch. 14 from Lake Wales, Fla. or ch. 15 from Ocala, Fla. to Fort Pierce, Fla. Ann. Oct. 2.

JANUARY 1, 1960 DEADLINE FOR REPAINTING RADIO TOWERS

All radio stations are reminded that January 1, 1960 is FCC deadline date for repainting antenna towers that are presently painted with white bands one-half width of orange bands.

FCC in 1953 adopted change in its rules eliminating provision in its painting specifications that required white bands to be approximately half width of orange bands. This change to equal width bands from unequal width bands brought FCC specifications into conformity with National Standard on Obstruction Marking promulgated by Air Coordinating Committe.

In order not to impose hardships on licensees whose towers were recently painted, Commission, by amendment to Sec. 17.43 of part 17 of its rules, established deadline date of January 1, 1960 for compliance with its new painting specifications. Ann. Oct. 1.

License Renewals

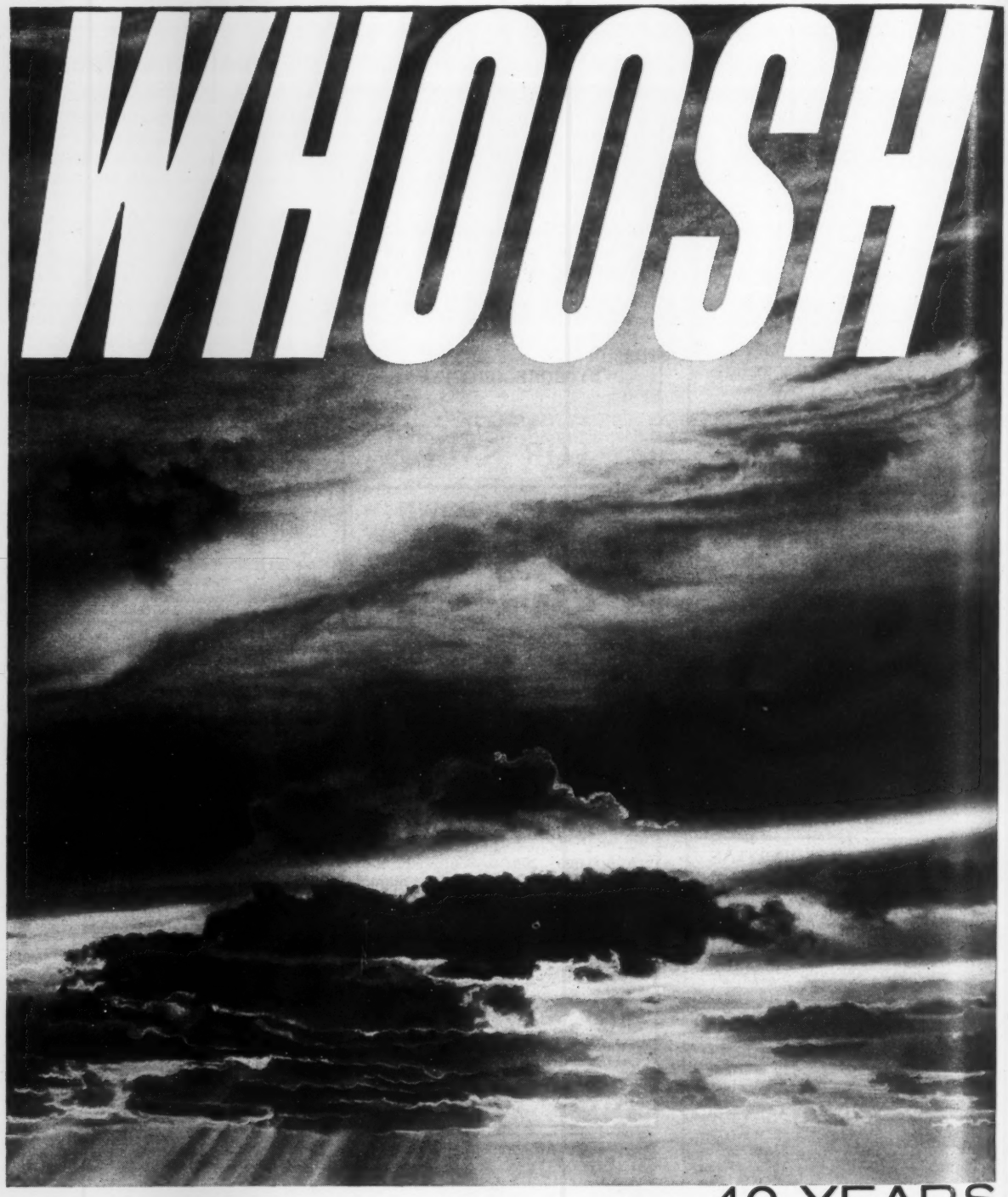
Following stations were granted renewal of license: KART Jerome, Idaho; KCEE Tucson, Ariz.; KDXU St. George, Utah; KEEP Twin Falls, Idaho; KELY Ely, Nev.; KEOS Flagstaff, Ariz.; KHFH Sierra Vista, Ariz.; KORT Grangeville, Idaho; KOVO Provo, Utah; KPTL Carson City, Nev.; KRUX Glendale, Ariz.; KTNM Tucumcari, N.M.; KUPI Idaho Falls, Idaho; KVNA Flagstaff, Ariz.; KVRS Rock Spring, Wyo.; KWEI Weiser, Idaho; KOLO-TV Reno, Nev.; KVOA-TV Tucson, Ariz.; KBET Reno, Nev.; KCUB & aux., Tucson, Ariz.; KENN Farmington, N.M.; KRAC Alamogordo, N.M.; KRAL Rawlins, Wyo.; KTRC Santa Fe, N.M.; KVOY Yuma, Ariz.

Miscellaneous

FUNNYPHONE

Radio's new and successful fun game! 13 entertaining weeks of instantaneous audience reaction. 650 clever Funnyphone questions and answers; formats; teasers; promos, $100. For more details, write or wire:
SPECIALIZED PROGRAMMING SERVICES
Box 694P, BROADCASTING

WHOOSH



Finest way to speed to Europe and beyond . . . that's KLM! Fast flights whisk you non-stop from New York and Montreal, one-stop from Houston. Friendly flight attendants treat you to world-famous Royal Dutch service — the most thoughtful, attentive service you'll find anywhere! Contact your travel agent or KLM Royal Dutch Airlines, 609 Fifth Avenue or 120 Broadway, N. Y., N. Y.

40 YEARS

THE WORLD OVER
KLM
ROYAL DUTCH AIRLINES

THE WORLD'S FIRST AIRLINE

WHOOSH . . . you're in Europe before you know it! **WOW** . . . you're treated royally on Royal Dutch Airlines! **GO** KLM to Europe . . . and beyond!

OUR RESPECTS TO . . .

Willard Schroeder

It took Bill Schroeder two years and two newspapers after he got out of college to decide the newspaper business "was run by old men." This was while Mr. Schroeder—president and general manager of WOOD-AM-TV Grand Rapids, Mich.—was with the *Chicago Herald & Examiner* in 1935 working as a researcher in department store advertising and, later, selling space in its Northshore "zone" edition.

Looking over the fence, Mr. Schroeder saw other Hearstlings of the Chicago training ground who had gone into radio and prospered. He asked for a transfer to Hearst Radio and was offered a job as time salesman at WCAE Pittsburgh. He started in 1936 and has been in broadcasting ever since.

Born June 6, 1913, at St. Louis, Willard Schroeder went to the U. of Missouri School of Journalism. He majored in advertising, edited the undergraduate newspaper and financed his last two years of college from his editor's salary and other odd jobs, receiving a bachelor of journalism degree in 1934. Hired by a Hearst scout, he worked a year at the general offices of the Hearst newspapers in New York in newspaper merchandising and research before going to Chicago. It was here he jumped the fence, after noting that the newspaper publisher was over 70 and the advertising director past 60.

Pittsburgh to New York • He stayed at WCAE eight years, four as local salesman and four as sales manager. Then he was promoted to general manager of WINS New York. He remained at WINS until 1947, the station meanwhile having been sold to Crosley Broadcasting Corp. in 1946.

He rounded out his experience by returning to Pittsburgh as radio and tv director of an agency, Ketchum, MacLeod & Grove. At the time, the agency's broadcast billing was small and Mr. Schroeder's task was to increase it. He did, he says, "in gratifying volume, but I missed not being in station operation."

Then in 1950, an old Hearst boss, Harry Bitner, who had bought WOOD Grand Rapids from ABC in 1949, needed a general manager. He hired Willard Schroeder. Mr. Schroeder has been there ever since. Mr. Bitner bought WOOD-TV from Leonard Versluis in 1951. He sold WOOD-AM-TV to TLF Broadcasters (Time Inc.) in 1957 and Mr. Schroeder remained as head of the stations.

Impossible Goal • Mr. Schroeder holds some of the same firm opinions about radio and tv that he held about newspapers. In television, he feels the biggest problem is programming: "We are challenged to present, 18 hours a day, seven days a week, material that is not too much garbage and repeats. This is an impossible goal."

He speaks bluntly: "Although it might be considered heresy by some, I think tv programming could be a hell of a lot better *in toto* if there were some cutbacks in quantity in favor of more quality."

About radio, he is even more emphatic: "There are, I think, more stations than the public or the business community wants or needs. In most cities the majority can't be distinguished one from the other programwise and the advertising revenues on many are far from healthy."

He has his own cure for this illness: "Under present rules a broadcaster can't buy out or merge with a competitor as a newspaper publisher may do. If, in some manner, a broadcaster could be permitted to do so under certain circumstances, the public, the advertiser and broadcasting might gain."

Needed: New Customers • In both radio and tv, Mr. Schroeder feels, more creative selling must be evolved, particularly on the national level. Broadcasters spend too much time competing with each other for the dollar of the advertiser who is already committed to broadcast media. "In many instances what we call selling could better be done by IBM machines. In some way we've got to break out of the narrow environment of ratings, cost-per-thousand, and so forth, and develop and then tell the story of what radio and tv can do *vis-a-vis* magazine, newspaper or no advertising at all."

WOOD-AM-TV'S SCHROEDER

He wanted a young man's game

Although a broadcasting business is intended to make money, this means in good volume over a long period, in Mr. Schroeder's opinion. When expenditures are made, the broadcaster should try to make them improve service so as to generate more income. "Grabbing the fast buck or spending money simply because it's in plentiful supply (and tax deductible) is stupid."

The status quo can be deadly and so can a set pattern of operation, he thinks: "Try to maintain an environment of aggressiveness and innovation—especially in sales and programming. Broadcasting is essentially a dynamic business and when a broadcaster starts running his shop by the book, that's the beginning of the end."

Go the Limit • Bill Schroeder's Rx for operating a broadcast property approaches simplicity in a job where there is sometimes a tendency to overcomplication. "Get the best possible facilities available to you and try to keep them that way. Hire the best possible people you can afford, especially department heads, and encourage them to take as much responsibility as they can handle so long as they don't try to torpedo their opposite number in another department.

"Make it clear to the fellow working for you that you expect him to make mistakes as well as right moves. When he makes an honest mistake, back him up fully; when he does something right, give him credit for it."

Some measure of Mr. Schroeder's success in practicing this philosophy may be gathered in this summation of his work: "I'm doing what I like most to do and what I think I'm best qualified to do. My employer is the best possible and he leaves me free to run my own show. The people who work for me are competent, responsible, intelligent and congenial."

Sensible balance • With this kind of harmony at the shop, Mr. Schroeder thinks Grand Rapids is the ideal city—"big enough to have a varied and healthy economy and small enough to enable a man to balance his life sensibly in time spent at work, with family and with friends."

With his wife, the former Barbara Will of Marshalltown, Iowa, and his children, Gail 16, Sally 9, Chris 6 and David 4, he enjoys the numerous outdoor activities possible in western Michigan: weekend skiing in winter; golfing, sailing, water skiing and swimming in summer.

He currently serves on the NBC Radio Affiliates Advisory Board and is a "chronic" vice president of Michigan Assn. of Broadcasters.

The real tv quiz scandal

THE producers of *Twenty-One* could take some lessons in quiz rigging from the House Oversight Subcommittee.

Never was a quiz more thoroughly rigged than the Oversight production last week.

All the cases that Oversight heard had been exhaustively investigated by a New York grand jury last year to the accompaniment of widespread publicity.

The grand jury failed to find any criminal action.

The Oversight Subcommittee's excuse for reopening the subject was that perhaps a new law was needed to prevent quiz show producers from giving answers to contestants. This was not only a slim excuse. It was a phony. No lawyer could finish a draft of such a law without laughing himself into hysteria.

The real purpose of the Oversight hearings was to be seen last week in the presence of as many as 60 reporters in the hearing room, in the headlines shouting "television scandal" and in the prominent mention of the name of Chairman Oren Harris in papers throughout the country.

From these hearings will come no new law, no new regulation, no change in television operations, for indeed none of these is needed. The situations of which witnesses spoke last week were all corrected long ago.

To say that the House hearings last week were a publicity stunt is not to condone fakery in broadcasting. In a sense the rigging of quiz shows *was* fakery, but clearly not of dimensions to constitute a criminal fraud. To the extent that shows were made to appear spontaneous while being rehearsed, to the same degree the producers risked losing the confidence of their audience upon disclosure.

The loss of audience confidence can be a severe penalty in broadcasting. The fact that the networks took immediate steps to clean up the quiz mess as soon as they heard of it was a clear indication of their unwillingness to lose the trust of their viewers.

Whatever viewer confidence was lost when the quiz scandal first broke in New York last year was soon afterward regained. The whole uncomfortable process may have to be repeated as the aftermath to one politician's excursion into print.

What's wrong with Canon 35

THE main trouble with the legal profession's Canon 35, aside from its sheer mockery of constitutional rights, can be found in the way lawyers and courts keep fumbling their rules and routines. A fortnight ago Oklahoma's barristers and justices flouted all rules of justice, fair play and plain decency by using star-chamber tactics to slam through the state's own Canon 35.

This travesty occurred in a state where broadcasters have successfully shown for seven years that they can report court proceedings without interfering with decorum or the rights of participants. The Oklahoma Supreme Court demonstrated its political heritage by declaring the canon in effect without prior hearing or briefs or notice. No effort was made by the court to investigate the facts about modern broadcasting techniques.

A ticklish jurisdictional question arises now that the parallel Oklahoma Criminal Court of Appeals has indicated it won't obey the Supreme Court's edict. While the Supreme Court is at the same protocol level as the criminal bench—each is highest tribunal in its respective civil and criminal field—there remains the need to clarify another phase of Oklahoma justice. This is the extent of the Supreme Court's authority to impose procedure rules on the Criminal Court.

Both courts have elective judges, subject to the pressures and influences of the voting process. Word from Oklahoma indicates the Supreme Court judges raged when the Criminal Court opened its doors to radio-tv a year ago in the famous Lyles case (BROADCASTING, Sept. 8, 1958). The state bar association, without bothering to investigate the merits of the matter, called on the Supreme Court to issue its Canon 35, though even the top American Bar Assn. has admitted the need for a close examination of the whole broadcast problem by setting up investigative procedure.

The unsavory muddle offers an opportunity for Radio Television News Directors Assn. to act at its meeting, which opens Oct. 14 in New Orleans. It's obvious the courts are in need of professional guidance. RTNDA's professional membership can supply this help by showing courts and lawyers everywhere how broadcast media can report with fidelity and dignity.

Sweat and status

THERE is more than intramural significance in the elevation of Sig Mickelson to the presidency of CBS News. The action is an indication of the growing stature of news throughout the broadcasting system.

At CBS, news now has organizational parity with the television network, the television stations division and the radio division. We do not suggest that other networks and stations should model their own corporate structures after CBS, but we do believe that the news department, however it fits into the organization chart, should occupy at least as high a status as CBS has given it.

Radio and television enjoy vast technical advantages over other forms of journalism. It remains for radio and television to exploit those advantages by putting them in the hands of skilled newsmen of judgment and experience.

A cadre of newsmen who have those qualifications is developing in broadcasting. Around that cadre must be built a whole profession of broadcast newsmen. The building will take some time, and it will require much sweat from working newsmen and support from top management and ownership.

Drawn for BROADCASTING by Sid Hix

"I heard them say he's a sick comedian. Let's send him a get-well card."

When KSTP-TV says "go out and buy it" . . .

people go out and buy it!

KSTP television CHANNEL 5

MINNEAPOLIS · ST. PAUL

100,000 WATTS NBC

REPRESENTED BY EDWARD PETRY & CO., INC. — A GOLD SEAL STATION